COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST, 1984

	EVENING 7:00–11:00 PM												
											All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.2	12.4	10.2	10.9		10.3	10.2	11.3	10.6	11.0	10.8	18.2	13.7
NO. OF PROGRAMS‡	9	8	25	8	IFR	7	23	33	30	33	63	20	83

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 7:00AM–4:30PM						WEEKEND DAYTIME			
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00–10:00AM	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Children's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	5.9	9.1	4.6	6.7	6.2	3.5	5.6	6.9	6.3	3.7		8.5	8.1
NO. OF PROGRAMS‡	4	3	7	14	9	6	14	12	26	30	IFR	14	15

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE–MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 19, 1984

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	SUMMR OLYMS-SUN- 7:00PM-3(S)	28.9	24,220
2	CALL TO GLORY#	24.8	20,780
3	SUMMR OLYMS-MON- 7:00PM-3(S)	24.1	20,200
4	SUMMR OLYMS-WED- 7:00PM-3(S)	22.5	18,860
5	XXIII OLYMPIAD HIGHLIGHTS(S)	22.4	18,770
6	SUMMR OLYMS-SAT- 7:00PM-3(S)	22.0	18,440
6	SUMMR OLYMS-THU- 7:00PM-3(S)	22.0	18,440
8	SUMMR OLYMS-TUE- 7:00PM-3(S)	21.5	18,020
9	SUMMR OLYMS-FRI- 7:00PM-3(S)	20.4	17,100
10	SUMMR OLYMS-SUN- 1:00PM-3(S)	18.5	15,500
11	SUMMR OLYMS-SAT-11:30AM-3(S)	15.7	13,160
12	ABC WRLD NEWS TONIGHT SUN(S)	15.6	13,070
13	WEBSTER#	15.2	12,740
14	RIPTIDE	15.1	12,650
15	A TEAM	14.4	12,070
16	REMINGTON STEELE	13.8	11,560
16	WRLD FUNNIEST COM'L GOOFS(S)	13.8	11,560
18	LOVE BOAT#	13.7	11,480
18	60 MINUTES	13.7	11,480
20	MATT HOUSTON#	13.6	11,400
21	ABC SUNDAY NIGHT MOVIE#	13.4	11,230
22	FANTASY ISLAND#	13.3	11,150
23	FACTS OF LIFE	12.8	10,730
24	CAGNEY & LACEY	12.7	10,640
25	TRAPPER JOHN, M.D.	12.6	10,560
26	CBS WEDNESDAY NIGHT MOVIE	12.2	10,220
27	BENSON#	12.1	10,140
27	BLUE THUNDER#	12.1	10,140

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
A TEAM	44	203	207	99	98	A	14.4	26	1207
TUE. 8.00P 60 NBC A						B	21.3	33	1785
ABC BUSINESS BRIEF-MON SP(S)		213		99		A	28.5	48	2388
1 MON. 9.13P 1 ABC N									
ABC BUSINESS BRIEF-WED SP(S)		214		99		A	24.3	43	2036
1 WED. 9.01P 1 ABC N									
ABC BUSINESS BRIEF-FRI SP(S)		211		99		A	22.1	43	1852
1 FRI. 9.10P 1 ABC N									
ABC BUSINESS BRIEF-WED	28		199		99	A	11.9	24	997
2 WED. 8.57P 2 ABC N						B	17.6	29	1475
ABC BUSINESS BRIEF-FRI	25		186		98	A	15.1	32	1265
2 FRI. 8.42P 1 ABC N						B	14.9	26	1249
ABC MOVIE SPECIAL(S)			199		99	A	11.1	20	930
2 TUE. 9.00P 120 ABC FF									
ABC NEWSBRIEF-M-F	207		197		98	A	14.6	26	1223
2 MON. 9.57P 2 ABC N						B	15.1	24	1265
2 TUE. 9.55P 2									
2 W & F 9.58P 1									
2 THU. 8.58P 1									
ABC NEWSBRIEF-SAT.	41		207		99	A	14.4	30	1207
2 SAT. 9.58P 1 ABC N						B	16.8	29	1408
ABC NEWSBRIEF-SUN.	41		202		99	A	12.9	23	1081
2 SUN. 9.54P 2 ABC N						B	18.3	29	1534
ABC NEWSBRIEF-M-F-SPECIAL(S)		214		99		A	26.4	44	2212
1 MON. 10.04P 1 ABC N									
1 TUE. 10.18P 1									
1 WED. 9.59P 1									
1 THU. 10.12P 1									
1 FRI. 10.17P 1									
ABC NEWSBRIEF-SAT SP.(S)		214		99		A	21.3	42	1785
1 SAT. 9.09P 1 ABC N									
ABC NEWSBRIEF-SAT-SPEC(S)		211		99		A	23.5	45	1969
1 SAT. 10.09P 2 ABC N									
ABC NEWSBRIEF-SUN SP.(S)		214		99		A	25.7	46	2154
1 SUN. 8.35P 1 ABC N									
ABC NEWSBRIEF-SUN-SPEC(S)		214		99		A	32.4	52	2715
1 SUN. 9.46P 2 ABC N									
ABC SPORTS UPDATE-SAT	41		204		99	A	10.5	22	880
2 SAT. 8.57P 2 ABC SN						B	14.9	27	1249
ABC SPORTS UPDATE-SUN	39		205		98	A	10.3	21	863
2 SUN. 8.30P 1 ABC SN						B	16.6	26	1391
ABC SUNDAY NIGHT MOVIE	34		205		99	A	13.4	25	1123
2 SUN. 9.00P 120 ABC FF						B	19.5	31	1634
ABC WORLD NEWS TONIGHT	210		204		99	A	9.6	22	804
2 M-F 6.30P 30 ABC N						B	10.3	19	863
ABC WRLD NEWS TONIGHT SP.(S)		169		94		A	10.6	25	888
1 M-F 6.30P 30 ABC N									
ABC WRLD NEWS TONIGHT SUN(S)		162		91		A	15.6	35	1307
1 SUN. 6.30P 30 ABC N									
AFTERMASH	4	190	192	99	98	A	8.0	15	670
TUE. 8.00P 30 CBS CS						B	7.3	14	612
AIRWOLF	1		172		90	A	5.8	13	486
2 SAT. 8.00P 60 CBS A						B	5.8	13	486
AIRWOLF SPECIAL(S)			205		99	A	9.7	17	813
2 MON. 8.00P 120 CBS A									
ALICE	22	192	198	97	97	A	11.7	20	980
1 SUN. 9.30P 30 CBS CS						B	15.5	25	1299
2 SUN. 9.00P 30									
BENSON	36		189		97	A	12.1	27	1014
2 FRI. 8.00P 30 ABC CS						B	15.0	27	1257
BLUE THUNDER	7		181		96	A	12.1	24	1014
2 FRI. 9.00P 60 ABC A						B	10.7	20	897
BOONE	3	179		92		A	8.3	16	696
1 SAT. 10.00P 60 NBC GD						B	8.1	15	679
BOSOM BUDDIES	4	182	183	94	96	A	9.4	19	788
SAT. 9.00P 30 NBC CS						B	9.5	18	796
CAGNEY & LACEY	14	197	197	99	99	A	12.7	22	1064
MON. 10.00P 60 CBS OP						B	16.2	27	1358
CALL TO GLORY	1		207		99	A	24.8	44	2078
2 MON. 8.00P 120 ABC GD						B	24.8	44	2078
CAMPAIGN '84(S)			202		99	A	9.3	18	779
2 SUN. 10.30P 30 CBS P									
CANDID CAMERA SPECIAL(S)		198		98		A	9.1	15	763
1 MON. 10.00P 60 NBC CV									
CBS EVENING NEWS-RATHER	219	203	203	99	99	A	10.2	22	855
M-F 6.30P 30 CBS N						B	12.6	24	1056
CBS EVENING NEWS-DEAN	32	181	177	91	91	A	6.9	16	578
SUN. 6.00P 30 CBS N						B	8.4	17	704
CBS NFL PRE-SEASON FTBL(S)			197		97	A	6.8	15	570
2 SAT. 9.00P 192 CBS SE									
CBS SAT. NEWS-SCHIEFFER	36	165	161	88	88	A	6.1	15	511
SAT. 6.30P 30 CBS N						B	8.8	19	737
CBS SATURDAY NIGHT MOVIE	15	187		95		A	6.1	12	511
1 SAT. 9.00P 120 CBS FF						B	9.1	18	763
CBS TUESDAY NIGHT MOVIES	30	189	194	98	97	A	10.0	17	838
1 TUE. 8.30P 150 CBS FF						B	14.3	23	1198
2 TUE. 9.00P 120									
CBS WEDNESDAY NIGHT MOVIE	37	191	199	98	98	A	12.2	22	1022
WED. 9.00P 120 CBS FF						B	12.0	20	1006

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
CHEERS	32	200	166	99	93	A	10.0	17	838
THU. 9.00P 30 NBC CS						B	14.8	24	1240
COMEDY ZONE	1		200		99	A	8.6	19	721
2 FRI. 8.00P 60 CBS CS						B	8.6	19	721
CROSSROADS	8	195	204	99	99	A	7.8	15	654
WED. 8.00P 60 CBS DO						B	7.5	15	629
DALLAS	38	196	205	99	99	A	10.4	20	872
FRI. 9.00P 60 CBS GD						B	22.0	36	1844
DIFF'RENT STROKES-SAT.	42	191	193	97	96	A	9.0	20	754
SAT. 8.00P 30 NBC CS						B	13.2	25	1106
DOMESTIC LIFE	2		186		97	A	7.4	13	620
2 TUE. 8.30P 30 CBS CS						B	6.7	12	561
DOUBLE TROUBLE	5	188	197	96	97	A	11.1	23	930
WED. 8.00P 30 NBC CS						B	10.5	22	880
DUKES OF HAZZARD	37	191		98		A	7.3	15	612
1 FRI. 8.00P 60 CBS CS						B	14.3	25	1198
FACTS OF LIFE	39	191	192	97	98	A	12.8	23	1073
WED. 9.00P 30 NBC CS						B	16.0	25	1341
FALCON CREST	36	195	204	98	99	A	8.6	17	721
FRI. 10.00P 60 CBS GD						B	18.9	33	1584
FALL GUY	40		200		99	A	11.7	25	980
2 WED. 8.00P 60 ABC A						B	17.7	29	1483
FAMILY TIES	30	197	167	98	93	A	9.8	18	821
THU. 8.30P 30 NBC CS						B	14.0	23	1173
FANTASY ISLAND	33		207		99	A	13.3	29	1115
2 SAT. 10.00P 60 ABC A						B	14.5	27	1215
FOUL UPS, BLEEPS-BLUNDERS	23		195		96	A	9.9	19	830
2 TUE. 8.00P 30 ABC U						B	13.6	22	1140
GIMME A BREAK	40	194	159	98	92	A	9.1	18	763
THU. 8.00P 30 NBC CS						B	13.9	23	1165
GOODNIGHT, BEANTOWN	2	195		98		A	7.0	12	587
1 SUN. 8.30P 30 CBS CS						B	7.0	12	587
HARDCASTLE & MCCORMICK	32		207		99	A	10.3	21	863
2 SUN. 8.00P 60 ABC A						B	15.7	25	1316
HILL STREET BLUES	40	201	204	99	99	A	11.6	21	972
THU. 10.00P 60 NBC OP						B	15.8	27	1324
HOTEL	1		199		98	A	10.7	20	897
2 WED. 10.00P 60 ABC GD						B	10.7	20	897
I GAVE AT THE OFFICE(S)			189		97	A	11.2	20	939
2 WED. 9.30P 30 NBC CS									
JEFFERSONS	35	192	196	97	96	A	11.0	20	922
1 SUN. 9.00P 30 CBS CS						B	16.0	25	1341
2 SUN. 8.30P 30									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
JENNIFER SLEPT HERE	5	187	197	95	97	A	11.5	22	964
WED. 8.30P 30 NBC CS						B	10.7	21	897
KNIGHT RIDER	37	196		98		A	8.8	15	737
1 SUN. 8.00P 60 NBC A						B	15.3	24	1282
KNOTS LANDING	34	197	200	99	99	A	10.8	19	905
THU. 10.00P 60 CBS GD						B	17.7	30	1483
LOVE BOAT	39		207		99	A	13.7	28	1148
2 SAT. 9.00P 60 ABC CS						B	17.4	31	1458
MAGNUM, P.I.	42	198	185	99	95	A	9.6	18	804
THU. 8.00P 60 CBS PD						B	19.4	32	1626
MAMA'S FAMILY	4	186	186	95	97	A	9.1	18	763
SAT. 9.30P 30 NBC CS						B	9.6	18	804
MASTER	18	184		92		A	7.1	15	595
1 FRI. 8.00P 60 NBC A						B	9.5	18	796
MATT HOUSTON	32		192		97	A	13.6	28	1140
2 FRI. 10.00P 60 ABC PD						B	14.6	26	1223
MOVIE OF THE WEEK-FRIDAY	14	177		96		A	9.7	18	813
1 FRI. 9.00P 120 NBC FF						B	10.2	19	855
NBC MONDAY NIGHT MOVIES	32	192	191	98	97	A	9.5	16	796
1 MON. 8.00P 120 NBC FF						B	17.2	27	1441
2 MON. 9.00P 120									
NBC NEWS DIGEST-M-F	217	170	169	86	85	A	8.8	16	737
1 MON. 9.00P 1 NBC N						B	12.3	20	1031
1 TU-F 8.58P 1									
2 M-TH 8.58P 1									
NBC NEWS DIGEST-2-M-F	103	175	163	91	86	A	9.2	15	771
1 MWF 9.58P 1 NBC N						B	12.2	19	1022
2 TU&TH 9.58P 1									
NBC NEWS DIGEST-SAT	44	167	170	83	83	A	8.3	17	696
SAT. 8.58P 1 NBC N						B	10.5	19	880
NBC NEWS DIGEST-2-SAT.	21		171		90	A	6.8	14	570
2 SAT. 9.58P 1 NBC N						B	8.9	16	746
NBC NEWS DIGEST-SUN	44	172	174	85	85	A	7.4	13	620
1 SUN. 8.58P 1 NBC N						B	12.9	20	1081
2 SUN. 9.00P 1									
NBC NEWS DIGEST-2-SUN.	21	179		92		A	8.0	12	670
1 SUN. 9.51P 1 NBC N						B	13.0	20	1089
NBC NIGHTLY NEWS-SAT.	37	162	163	89	90	A	5.3	13	444
SAT. 6.30P 30 NBC N						B	7.9	16	662
NBC NIGHTLY NEWS-SUN	30	164		88		A	5.0	10	419
1 SUN. 6.30P 30 NBC N						B	6.8	14	570
NBC NIGHTLY NEWS	219	201	199	99	98	A	7.8	17	654
M-F 6.30P 30 NBC N						B	10.3	19	863
NBC SUNDAY NIGHT MOVIE	35	191	195	98	97	A	10.6	19	888
1 SUN. 9.00P 120 NBC FF						B	15.3	24	1282
2 SUN. 8.00P 180									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

EVENING CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG AUD. (0,000)
NEW SHOW(S)	11		181		92	A	7.1	15	595
2 SAT. 10.00P 60 NBC GV									
NEWHART	32	196		99		A	10.0	16	838
1 MON. 9.30P 30 CBS CS						B	16.8	25	1408
NEWSBREAK-M-F	216	181	184	92	91	A	8.3	15	696
1 MWTHF 8.58P 1 CBS N						B	13.8	22	1156
1 TUE. 8.58P 2									
2 MON. 8.46P 1									
2 TU-F 8.58P 1									
NEWSBREAK-SAT.	43	183	161	92	85	A	5.7	11	478
1 SAT. 8.57P 2 CBS N						B	9.1	17	763
2 SAT. 9.58P 1									
NEWSBREAK-SUN.	44	190	187	96	93	A	9.0	17	754
SUN. 8.28P 1 CBS N						B	14.5	22	1215
NFL PRE SEASON FOOTBALL(S)			206		99	A	11.0	22	922
2 THU. 9.00P 201 ABC SE									
NFL PRE SEASON FTBL-NBC(S)			201		97	A	6.8	14	570
2 FRI. 8.00P 204 NBC SE									
NIGHT COURT	10	193	161	98	93	A	9.5	16	796
THU. 9.30P 30 NBC CS						B	11.8	20	989

PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG AUD. (0,000)
SUMMR OLYMS-TUE- 7:00PM-3(S)		214		99		A	21.5	39	1802
1 TUE. 7.00P 241 ABC SE									
& 11.06P 56									
SUMMR OLYMS-WED- 7:00PM-3(S)		214		99		A	22.5	42	1886
1 WED. 7.00P 292 ABC SE									
SUMMR OLYMS-THU- 7:00PM-3(S)		214		99		A	22.0	43	1844
1 THU. 7.00P 261 ABC SE									
& 11.26P 41									
SUMMR OLYMS-FRI- 7:00PM-3(S)		214		99		A	20.4	41	1710
1 FRI. 7.00P 257 ABC SE									
& 11.22P 39									
SUMMR OLYMS-SAT- 7:00PM-3(S)		214		99		A	22.0	45	1844
1 SAT. 7.00P 243 ABC SE									
& 11.09P 52									
SUMMR OLYMS-SUN- 7:00PM-3(S)		214		99		A	28.9	53	2422
1 SUN. 7.00P 346 ABC SE									
T.J. HOOKER	37		207		99	A	9.9	23	830
2 SAT. 8.00P 60 ABC OP						B	14.6	27	1223
T.L.C.(S)		188		96		A	10.9	18	913
1 WED. 9.30P 30 NBC CS									
TV BLOOPERS & PRAC. JOKES	26		205		99	A	9.1	17	763

PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG AUD. (0,000)
ONE DAY AT A TIME(B)		195		98		A	7.5	14	629
1 SUN. 8.00P 30 CBS CS									
ONE DAY AT A TIME	1		194		96	A	11.8	25	989
2 SUN. 8.00P 30 CBS CS						B	11.8	25	989
ONE DAY AT A TIME	8	196		99		A	10.5	17	880
1 MON. 9.00P 30 CBS CS						B	13.3	22	1115
REMINGTON STEELE	26	192	194	98	98	A	13.8	24	1156
TUE. 10.00P 60 NBC PD						B	14.7	25	1232
RIPTIDE	25	191	195	98	98	A	15.1	25	1265
TUE. 9.00P 60 NBC PD						B	16.7	26	1399
ST. ELSEWHERE	34	199	200	98	98	A	9.7	17	813
WED. 10.00P 60 NBC GD						B	12.6	22	1056
SCARECROW & MRS. KING	38	196		99		A	9.7	17	813
1 MON. 8.00P 60 CBS GD						B	16.3	26	1366
SILVER SPOONS	13	184	193	95	96	A	9.9	20	830
SAT. 8.30P 30 NBC CS						B	10.1	22	846
SIMON & SIMON	37	198	182	99	95	A	12.0	20	1006
THU. 9.00P 60 CBS PD						B	21.2	33	1777
60 MINUTES	46	199	206	99	99	A	13.7	28	1148
SUN. 7.00P 60 CBS DN						B	20.9	36	1751
SUMMER SUNDAY USA	8	146	149	87	87	A	3.2	6	268
1 SUN. 7.00P 60 NBC DN						B	3.2	7	268
2 SUN. 7.28P 32									
SUMMR OLYMS-MON- 7:00PM-3(S)		214		99		A	24.1	44	2020
1 MON. 7.00P 304 ABC SE									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG AUD. (0,000)
2 MON. 8.00P 60 NBC CV						B	17.0	27	1425
THREE'S COMPANY	7		192		97	A	10.3	19	863
2 TUE. 8.30P 30 ABC CS						B	10.3	19	863
TRAPPER JOHN, M.D.	37	194	201	98	99	A	12.6	22	1056
1 SUN. 10.00P 60 CBS GD						B	16.0	27	1341
2 SUN. 9.30P 60									
20/20	38		191		98	A	7.5	14	629
2 THU. 8.00P 60 ABC DN						B	14.4	24	1207
XXIII OLYMPIAD HIGHLIGHTS(S)			215		99	A	22.4	39	1877
2 MON. 10.00P 60 ABC SC									
WATERSHIP DOWN PT.2(S)		186		91		A	4.0	8	335
1 SAT. 8.00P 60 CBS EA									
WEBSTER	36		186		98	A	15.2	32	1274
2 FRI. 8.30P 30 ABC CS						B	16.2	28	1358
WRLD FUNNIEST COM'L GOOFS(S)			197		98	A	13.8	26	1156
2 WED. 9.00P 60 ABC U									
•LATE FRINGE									
ABC NEWS:NIGHTLINE	83		194		96	A	5.9	16	494
2 M & W 11.30P 30 ABC N						B	6.0	17	503
2 TUE. 11.30P 31									
ABC NEWS:NIGHTLINE-THU(B)			193		96	A	2.9	14	243
2 THU. 12.50A 30 ABC N									
ABC NEWS:NIGHTLINE-FRI(B)			187		93	A	3.1	10	260
2 FRI. 12.00M 30 ABC N									

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
ABC WEEKEND REPORT-SAT.	41		168		88	A	4.7	13	394
2 SAT. 11.30P 15 ABC N						B	4.8	10	402
ABC WKEND REPORT-SAT.(S)		134		80		A	3.0	14	251
1 SAT. 12.17A 15 ABC N									
ABC WKEND REPORT-SUN.(S)		164		89		A	3.2	32	268
1 SUN. 2.11A 15 ABC N									
ABC WEEKEND REPORT-SUN.	42		168		90	A	4.4	16	369
2 SUN. 11.30P 15 ABC N						B	4.3	11	360
CBS NEWS NIGHTWATCH-1	201	68	68	67	66	A	1.4	14	117
M-THSU 2.00A 30 CBS N						B	1.4	15	117
CBS NEWS NIGHTWATCH-2	220	103	102	88	88	A	1.0	20	84
M-THSU 2.30A 210 CBS N						B	1.2	23	101
CBS SUNDAY NEWS-OSGOOD	44	134	136	72	72	A	4.5	9	377
1 SUN. 11.30P 15 CBS N						B	5.8	12	486
2 SUN. 11.00P 15									
DAVID LETTERMAN I	174	181	181	96	96	A	3.0	13	251
M-TH 12.30A 30 NBC GV						B	3.0	15	251
DAVID LETTERMAN II	174	181	181	96	96	A	2.2	12	184
M-TH 1.00A 30 NBC GV						B	2.3	15	193

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
NBC LATE NIGHT MOVIE	44	72	72	46	43	A	1.0	4	84
1 SUN. 11.45P 117 NBC FF						B	1.5	6	126
2 SUN. 11.45P 100									
PGA CHAMPIONSHIP-FRI(S)			193		95	A	4.5	12	377
2 FRI. 11.30P 30 ABC SE									
SATURDAY NIGHT	38		199		98	A	5.9	18	494
2 SAT. 11.30P 77 NBC GV						B	7.1	21	595
SUMMR OLYMS-MON-12:43AM-3(S)		214		99		A	10.4	43	872
1 MON. 12.43A 79 ABC SE									
SUMMR OLYMS-TUE-12:47AM-3(S)		214		99		A	9.1	40	763
1 TUE. 12.47A 100 ABC SE									
SUMMR OLYMS-WED-12:32AM-3(S)		214		99		A	9.1	36	763
1 WED. 12.32A 86 ABC SE									
SUMMR OLYMS-THU-12:38AM-3(S)		214		99		A	9.8	39	821
1 THU. 12.38A 81 ABC SE									
SUMMR OLYMS-FRI-12:36AM-3(S)		214		99		A	10.2	36	855
1 FRI. 12.36A 82 ABC SE									
SUMMR OLYMS-SAT-12:32AM-3(S)		214		99		A	9.5	37	796
1 SAT. 12.32A 100 ABC SE									
TONIGHT SHOW	215	197	200	99	99	A	6.1	18	511

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EYE ON HOLLYWOOD	77		114		67	A	1.9	7	159
2 MON. 12.00M 31 ABC GV						B	2.0	7	168
2 TUE. 12.01A 29									
2 WED. 12.00M 30									
FRIDAY NIGHT VIDEOS	43	194	196	98	98	A	3.2	16	268
1 FRI. 12.30A 90 NBC PC						B	3.6	17	302
2 FRI. 12.55A 90									
FRIDAY NIGHT VIDEOS SP ED(S)		196		98		A	4.3	12	360
1 SAT. 11.30P 80 NBC PC									
LATE MOVIE I	220	169	174	89	87	A	5.1	15	427
1 M-W 11.30P 67 CBS FF						B	5.9	20	494
1 THU. 11.30P 66									
1 FRI. 11.30P 74									
2 M-TH 11.30P 67									
2 FRI. 11.30P 70									
LATE MOVIE II	221	169	174	89	87	A	3.7	18	310
1 MON. 12.37A 45 CBS FF						B	4.1	23	344
1 TUE. 12.37A 54									
1 WED. 12.37A 49									
1 THU. 12.36A 46									
1 FRI. 12.44A 47									
2 MON. 12.37A 52									
2 TUE. 12.37A 51									
2 WED. 12.37A 53									
2 THU. 12.37A 46									
2 FRI. 12.40A 47									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 M-F 11.30P 60 NBC GV						B	6.7	21	561
2 M-TH 11.30P 60									
2 FRI. 11.55P 60									
•WEEKDAY DAYTIME									
ABC DAYTIME NEWSBRIEF-SPC(S)		211		99		A	9.5	30	796
1 MON. 2.57P 2 ABC N									
ABC DAYTIME NEWSBRIEF-SP(S)	157	212		99		A	9.5	30	796
1 TU-F 2.57P 1 ABC N									
ABC DAYTIME NEWSBRIEF-M-F	55		206		99	A	8.6	29	721
2 MTUWF 2.57P 2 ABC N						B	7.5	26	629
2 THU. 2.56P 3									
ABC WORLD NEWS-MORN-615A	80		101		72	A	.8	13	67
2 M-F 6.15A 15 ABC N						B	1.1	14	92
ABC WORLD NEWS-MORN-645A	208		156		86	A	1.5	16	126
2 M-F 6.45A 15 ABC N						B	2.0	16	168
ABC WRLD NEWS-SPC-6:15A-2(S)		99		74		A	.8	14	67
1 M-F 6.15A 15 ABC N									
ABC WRLD NEWS-SPC-6:45A-2(S)		142		85		A	1.5	18	126
1 M-F 6.45A 15 ABC N									
ALL MY CHILDREN SPEC.(S)		202		99		A	9.5	30	796
1 MWTHF 1.00P 40 ABC DD									
ALL MY CHILDREN-SPEC.(S)		202		99		A	9.8	30	821
1 TUE. 1.01P 39 ABC DD									
ALL MY CHILDREN	210		205		99	A	9.6	29	804
2 M-F 1.00P 60 ABC DD						B	8.8	28	737

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PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D									
ANOTHER WORLD	213	200	201	99	99	A	5.7	18	478
M-F 2.00P 60 NBC	DD					B	5.6	19	469
AS THE WORLD TURNS	214	203	204	99	99	A	7.4	23	620
M-F 1.30P 60 CBS	DD					B	7.7	25	645
BODY LANGUAGE	50	106	111	59	60	A	3.6	12	302
M-F 4.00P 30 CBS	PV					B	3.3	11	277
CAPITOL	217	195	196	95	96	A	6.0	19	503
M-F 2.30P 30 CBS	DD					B	6.3	22	528
CBS EARLY MORNING NEWS	220	133	134	89	89	A	1.3	19	109
M-F 6.30A 30 CBS	N					B	1.5	17	126
CBS MORNING NEWS 1	220	198	198	99	99	A	2.8	19	235
M-F 7.30A 30 CBS	N					B	3.4	17	285
CBS MORNING NEWS 2	219	198	198	99	99	A	3.0	14	251
M-F 8.30A 30 CBS	N					B	3.6	16	302
CELEBRITY FAMILY FEUD SP.	5		168		85	A	3.4	13	285
2 M-F 11.00A 30 ABC	QP					B	3.4	13	285
DAYS OF OUR LIVES	216	205	206	99	99	A	7.6	23	637
M-F 1.00P 60 NBC	DD					B	7.2	23	603
DIFF'RENT STROKES M-F	35	134	130	65	64	A	4.0	14	335
M-F 12.00N 30 NBC	CS					B	4.0	14	335
EDGE OF NIGHT	209		116		67	A	3.0	10	251
2 M-F 4.00P 30 ABC	DD					B	3.2	10	268
FACTS OF LIFE M-F	153	137	139	85	84	A	5.7	22	478
M-F 10.00A 30 NBC	CS					B	4.6	19	385
FAMILY FEUD	209		178		86	A	4.0	14	335
2 M-F 12.00N 30 ABC	QP					B	4.7	17	394
GENERAL HOSPITAL SPEC.(S)		207		99		A	9.6	30	804
1 M-F 2.20P 40 ABC	DD								
GENERAL HOSPITAL	208		208		99	A	9.9	32	830
2 M-F 3.00P 60 ABC	DD					B	10.0	31	838
GOOD MORNING, AMERICA-730	219	202	202	99	99	A	3.7	26	310
M-F 7.30A 30 ABC	N					B	4.8	24	402
GOOD MORNING, AMERICA-830	218	203	203	99	99	A	4.9	24	411
M-F 8.30A 30 ABC	N					B	5.4	24	453
GUIDING LIGHT	215	199	204	99	99	A	8.0	26	670
M-F 3.00P 60 CBS	DD					B	7.9	25	662
LOVING	209		198		96	A	3.4	13	285
2 M-F 11.30A 30 ABC	DD					B	3.8	15	318
NBC NEWS AT SUNRISE	220	168	169	91	91	A	.9	11	75
M-F 6.30A 30 NBC	N					B	1.4	12	117
NBC NEWS DIGEST-DAYTIME	91	198	199	99	99	A	4.8	15	402
MWF 2.57P 1 NBC	N					B	4.7	16	394
NEWSBREAK-11.57	218	181	184	88	88	A	7.7	27	645
1 M-F 11.57A 2 CBS	N					B	7.8	30	654
2 MWTHF 11.57A 2									
2 TUE. 11.56A 3									
NEWSBREAK-3.57	215	184	188	94	94	A	5.8	18	486
M-F 3.57P 2 CBS	N					B	6.4	19	536
ONE LIFE TO LIVE	208		206		99	A	8.0	26	670
2 M-F 2.00P 60 ABC	DD					B	7.8	26	654
ONE LIFE TO LIVE SPEC.(S)		205		99		A	8.8	28	737
1 M-F 1.40P 40 ABC	DD								
PRESS YOUR LUCK	220	160	160	80	81	A	5.4	20	453
M-F 10.30A 30 CBS	QP					B	5.0	21	419
PRICE IS RIGHT 1	216	200	204	99	99	A	7.4	27	620
M-F 11.00A 30 CBS	AP					B	7.2	29	603
PRICE IS RIGHT 2	217	200	204	99	99	A	9.4	34	788
M-F 11.30A 30 CBS	AP					B	9.6	38	804
RYAN'S HOPE	210		178		92	A	4.8	16	402
2 M-F 12.30P 30 ABC	DD					B	4.8	17	402
SALE OF THE CENTURY	214	149	147	81	81	A	4.9	19	411
M-F 10.30A 30 NBC	QG					B	4.7	19	394
SANTA BARBARA	15	186	186	96	96	A	3.4	11	285
M-F 3.00P 60 NBC	DD					B	3.5	11	293
SCRABBLE	35	192	193	93	95	A	6.2	22	520
M-F 11.30A 30 NBC	QG					B	6.3	23	528
SEARCH FOR TOMORROW	218	152	153	76	76	A	3.5	11	293
M-F 12.30P 30 NBC	DD					B	3.3	12	277
SUMMR OLYMS-MON-11:00AM-3(S)		209		99		A	6.8	24	570
1 MON. 11.00A 120 ABC	SE								
SUMMR OLYMS-MON- 3:00PM-3(S)		212		99		A	11.7	34	980
1 MON. 3.00P 150 ABC	SE								
SUMMR OLYMS-TUE-11:00AM-3(S)		209		99		A	7.6	26	637
1 TUE. 11.00A 121 ABC	SE								
SUMMR OLYMS-TUE- 3:00PM-3(S)		212		99		A	9.7	29	813
1 TUE. 3.00P 150 ABC	SE								
SUMMR OLYMS-WED-11:00AM-3(S)		209		99		A	7.1	24	595
1 WED. 11.00A 120 ABC	SE								
SUMMR OLYMS-WED- 3:00PM-3(S)		212		99		A	9.4	28	788
1 WED. 3.00P 150 ABC	SE								
SUMMR OLYMS-THU-11:00AM-3(S)		209		99		A	6.1	21	511
1 THU. 11.00A 120 ABC	SE								
SUMMR OLYMS-THU- 3:00PM-3(S)		212		99		A	9.9	30	830
1 THU. 3.00P 150 ABC	SE								
SUMMR OLYMS-FRI-11:00AM-3(S)		209		99		A	7.5	27	629
1 FRI. 11.00A 120 ABC	SE								
SUMMR OLYMS-FRI- 3:00PM-3(S)		212		99		A	10.2	31	855
1 FRI. 3.00P 150 ABC	SE								

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PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE¤	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D									
TODAY SHOW-7.30AM	220	201	201	99	99	A	2.9	20	243
M-F 7.30A 30 NBC	N					B	3.7	19	310
TODAY SHOW-8.30AM	219	201	201	99	99	A	3.9	18	327
M-F 8.30A 30 NBC	N					B	4.3	19	360
$25,000 PYRAMID	215	166	167	86	86	A	4.9	19	411
M-F 10.00A 30 CBS	QP					B	5.0	21	419
WHEEL OF FORTUNE	216	207	208	99	99	A	7.6	28	637
M-F 11.00A 30 NBC	QG					B	7.4	30	620
YOUNG AND THE RESTLESS	217	201	206	99	98	A	8.7	29	729
M-F 12.30P 60 CBS	DD					B	8.6	30	721
•WEEKEND DAYTIME									
ABC WEEKEND SPECIALS	36		185		95	A	3.8	15	318
2 SAT. 12.00N 30 ABC	FV					B	4.7	16	394
ABC WIDE WORLD-SPORTS-SP.(S)			201		99	A	3.1	10	260
2 SAT. 3.00P 90 ABC	SA								
ALVIN AND THE CHIPMUNKS	45	201	201	98	98	A	7.2	27	603
SAT. 10.30A 30 NBC	CA					B	7.8	28	654
AMERICAN BANDSTAND	35		172		85	A	2.9	11	243
2 SAT. 12.30P 60 ABC	PC					B	4.2	14	352
CHARLIE BROWN&SNOOPY SHOW	26	184	185	94	94	A	1.6	16	134
SAT. 8.00A 30 CBS	CA					B	2.6	19	218
DUNGEONS AND DRAGONS	46	200	201	98	98	A	3.9	18	327
SAT. 9.30A 30 CBS	CA					B	5.5	22	461
FACE THE NATION	46	161	167	91	92	A	2.8	11	235
SUN. 11.30A 30 CBS	CC					B	3.2	11	268
FLINTSTONE FUNNIES	46	187	187	95	95	A	2.0	20	168
SAT. 8.00A 30 NBC	CA					B	3.0	21	251
IN THE NEWS- 8.26AM	46	184	185	94	94	A	1.9	15	159
SAT. 8.26A 3 CBS	CN					B	3.1	20	260
IN THE NEWS- 9.56AM	46	200	201	98	98	A	3.7	17	310
SAT. 9.56A 3 CBS	CN					B	4.9	19	411
IN THE NEWS-10.26AM	43	194	195	96	96	A	4.1	17	344
SAT. 10.26A 3 CBS	CN					B	4.4	16	369
IN THE NEWS-11.56AM	26	182	189	93	93	A	4.7	16	394
SAT. 11.56A 3 CBS	CN					B	4.9	18	411
IN THE NEWS-12.26PM	22	172	178	88	88	A	3.5	12	293
SAT. 12.26P 3 CBS	CN					B	3.4	12	285
IN THE NEWS-12.56PM	33	172	179	87	88	A	3.0	10	251
SAT. 12.56P 3 CBS	CN					B	4.2	14	352
BENJI,ZAX & THE-PRINCE	22	172	179	87	88	A	3.4	12	285
SAT. 12.30P 30 CBS	CA					B	3.6	13	302
BEST OF SCOOBY DOO	26		197		97	A	4.6	17	385
2 SAT. 11.30A 30 ABC	CA					B	5.0	18	419
BISKITTS	22	172	178	88	88	A	3.9	14	327
SAT. 12.00N 30 CBS	CA					B	3.8	14	318
BUGS BUNNY/ROAD RUNNER 1	26	199	201	98	98	A	4.9	18	411
SAT. 10.30A 30 CBS	CA					B	4.8	18	402
BUGS BUNNY/ROAD RUNNER 2	26	195	197	96	96	A	5.4	19	453
SAT. 11.00A 30 CBS	CA					B	5.7	21	478
BUGS BUNNY/ROAD RUNNER 3	26	182	189	93	93	A	5.2	18	436
SAT. 11.30A 30 CBS	CA					B	5.3	19	444
CAPTAIN KANGAROO-SAT	46	128	128	83	82	A	.6	10	50
SAT. 7.00A 60 CBS	CL					B	1.2	14	101
CBS CHILDREN'S FILM FEST.	31	151	157	78	79	A	2.5	9	210
SAT. 1.30P 30 CBS	CL					B	2.6	9	218
CBS SPORTS SPC. SAT(S)		186		97		A	1.7	5	142
1 SAT. 2.30P 63 CBS	SE								
CBS SPORTS SUN SPEC ED.(S)			194		98	A	4.3	12	360
2 SUN. 4.00P 120 CBS	SE								
CHAMP.WOMEN'S GOLF-SAT.(S)			187		94	A	2.9	9	243
2 SAT. 5.18P 42 NBC	SE								
CHAMP.WOMEN'S GOLF-SUN.(S)			198		96	A	2.8	8	235
2 SUN. 3.00P 60 NBC	SE								
IN THE NEWS- 1.26PM	32	168	174	88	88	A	3.1	11	260
SAT. 1.26P 3 CBS	CN					B	3.8	13	318
LITTLES	45	172	198	82	96	A	3.9	15	327
SAT. 10.30A 30 ABC	CA					B	5.4	20	453
MEET THE PRESS	42	184	176	97	95	A	2.8	10	235
SUN. 12.30P 30 NBC	CC					B	2.8	9	235
MENUDO-10:25AM	46	177	199	85	99	A	3.9	15	327
SAT. 10.25A 4 ABC	CN					B	5.5	20	461
MENUDO-11:55AM	26		197		97	A	4.2	16	352
2 SAT. 11.55A 4 ABC	CN					B	4.9	18	411
MR. T	45	203	203	99	99	A	6.2	22	520
SAT. 11.00A 30 NBC	CA					B	7.4	26	620
MONCHHICHIS	29	193	192	95	95	A	1.7	17	142
SAT. 8.00A 30 ABC	CA					B	2.8	20	235
NAT'L LONG DRIVING CHAMP(S)			185		93	A	4.3	13	360
2 SUN. 3.00P 30 ABC	SE								
NBC MAJOR LEAGUE PRE GAME	18	197	206	99	99	A	3.8	13	318
1 SAT. 2.00P 18 NBC	SC					B	4.7	17	394
NBC MAJOR LEAGUE BASEBALL	18	197	206	99	99	A	5.3	17	444
1 SAT. 2.18P 164 NBC	SE					B	6.5	22	545
2 SAT. 2.18P 181									
NEW FAT ALBERT SHOW	31	168	174	88	88	A	3.2	11	268
SAT. 1.00P 30 CBS	CA					B	3.8	13	318

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PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON PROG TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
NEW SCOOBY & SCRAPPY DOO	29	199	199	99	99	A	3.6	21	302
SAT. 9.00A 30 ABC CA						B	4.5	21	377
NFL PRE-SEASON FTBL-NBC(S)			198		93	A	7.8	20	654
2 SUN. 4.00P 208 NBC SE									
ONE TO GROW ON-8:28AM	33	187	187	95	95	A	2.2	20	184
SAT. 8.28A 2 NBC CN						B	3.7	25	310
ONE TO GROW ON-8:58AM	46	196	196	97	97	A	3.4	24	285
SAT. 8.58A 2 NBC CN						B	4.7	24	394
ONE TO GROW ON-10:28AM	43	206	206	99	99	A	7.6	31	637
SAT. 10.28A 2 NBC CN						B	8.4	31	704
ONE TO GROW ON-10:58AM	45	200	201	97	98	A	6.3	23	528
SAT. 10.58A 2 NBC CN						B	7.5	27	629
ONE TO GROW ON-12:28PM	30	149	147	75	74	A	4.2	15	352
SAT. 12.28P 2 NBC CN						B	5.0	17	419
PAC-MAN	46	177	198	85	99	A	3.2	14	268
SAT. 9.30A 30 ABC CA						B	4.9	19	411
PGA CHAMPIONSHIP-SAT(S)			202		99	A	4.5	14	377
2 SAT. 4.30P 156 ABC SE									
PGA CHAMPIONSHIP-SUN(S)			203		99	A	6.0	15	503

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON PROG TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
SUMMR OLYMS-SAT-11:30AM-3(S)		215		99		A	15.7	46	1316
1 SAT. 11.30A 420 ABC SE									
SUMMR OLYMS-SUN- 1:00PM-3(S)		215		99		A	18.5	48	1550
1 SUN. 1.00P 300 ABC SE									
SUNDAY MORNING	44	170	171	93	93	A	3.1	16	260
SUN. 9.00A 90 CBS N						B	4.4	20	369
TARZAN LORD OF-JUNGLE	26	194	195	96	96	A	3.4	14	285
SAT. 10.00A 30 CBS CA						B	4.4	17	369
THIS WEEK-DAVID BRINKLEY	37		183		94	A	4.2	15	352
2 SUN. 11.30A 60 ABC N						B	3.9	12	327
THIS WK-DAVID BRINKLEY SP(S)		148		88		A	4.5	16	377
1 SUN. 11.30A 60 ABC N									
THUNDARR	36	144	140	80	74	A	3.8	13	318
SAT. 12.30P 30 NBC CA						B	4.7	15	394
TRAVERS STAKES(S)			201		98	A	3.4	11	285
2 SAT. 5.00P 59 CBS SE									
US CLAY COURT TENNIS-SAT(S)		194		98		A	1.2	3	101
1 SAT. 3.33P 146 CBS SE									
US CLAY COURT TENNIS-SUN(S)		195		99		A	1.4	3	117
1 SUN. 3.30P 150 CBS SE									

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON PROG TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 SUN. 3.30P 270 ABC SE									
PUPPY-FURTHER ADVENTURES	43		198		96	A	4.9	18	411
2 SAT. 11.00A 30 ABC CA						B	5.3	19	444
PUPPY FURTHER ADVNTRES(B)		171		81		A	4.0	14	335
1 SAT. 11.00A 30 ABC CA									
RASCALS/RICHIE RICH	46	192	193	98	98	A	2.9	21	243
SAT. 8.30A 30 ABC CA						B	3.8	20	318
RUBIK, THE AMAZING CUBE	46	177	199	85	99	A	3.9	16	327
SAT. 10.00A 30 ABC CA						B	5.8	22	486
SATURDAY SUPERCADE	46	195	197	95	95	A	2.5	16	210
SAT. 8.30A 60 CBS CA						B	4.5	22	377
SCHOOLHOUSE ROCK-8:25AM	29	193	192	95	95	A	2.2	20	184
SAT. 8.25A 4 ABC CN						B	3.3	22	277
SHIRT TALES	46	196	196	97	97	A	2.9	21	243
SAT. 8.30A 30 NBC CA						B	4.3	23	360
SMURFS I	45	206	206	99	99	A	4.2	24	352
SAT. 9.00A 30 NBC CA						B	6.0	27	503
SMURFS II	45	206	206	99	99	A	5.6	26	469
SAT. 9.30A 30 NBC CA						B	7.6	30	637
SMURFS III	45	206	206	99	99	A	7.2	30	603
SAT. 10.00A 30 NBC CA						B	8.4	31	704
SPIDERMAN/HULK 1	44	150	149	75	74	A	4.9	18	411
SAT. 11.30A 30 NBC CA						B	5.4	19	453
SPIDERMAN/HULK 2	41	149	148	75	74	A	4.5	16	377
SAT. 12.00N 30 NBC CA						B	5.4	18	453

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. AUG.6, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	42,740															
TOTAL AUDIENCE (%)	51.0															
Program	SUMMR OLYMS-MON- 7:00PM-3 (7:00-12:04AM) (S)(SD)(+OP)															
AVERAGE AUDIENCE (Households (000))	20,200															
AVERAGE AUDIENCE (%)	24.1	14.7*		18.7*		23.5*		25.5*		28.2*		29.8*		29.2*		27.1*
SHARE OF AUDIENCE %	44	30 *		37 *		45 *		45 *		47 *		48 *		47 *		46 *
AVG. AUD. BY ¼ HR. %	14.3	15.1	17.7	19.7	23.2	23.8	25.1	25.9	27.9	28.4	29.6	29.9	30.0	28.4	27.5	26.7
CBS TV TOTAL AUDIENCE (Households (000))					11,820				10,560		9,720		13,830			
TOTAL AUDIENCE (%)					14.1				12.6		11.6		16.5			
Program					SCARECROW & MRS. KING (R)(SD)				ONE DAY AT A TIME (R)		NEWHART (R)		CAGNEY & LACEY (R)			
AVERAGE AUDIENCE (Households (000))					8,130				8,800		8,380		10,390			
AVERAGE AUDIENCE (%)					9.7	9.0*		10.5*	10.5		10.0		12.4	11.9*		12.9*
SHARE OF AUDIENCE %					17	16 *		18 *	17		16		21	20 *		22 *
AVG. AUD. BY ¼ HR. %					8.5	9.5	10.2	10.8	10.1	10.9	9.9	10.1	11.3	12.4	13.1	12.7
NBC TV TOTAL AUDIENCE (Households (000))					14,670								11,230			
TOTAL AUDIENCE (%)					17.5								13.4			
Program					NBC MONDAY NIGHT MOVIES ON THE RIGHT TRACK(R) (SD)								CANDID CAMERA SPECIAL (R)			
AVERAGE AUDIENCE (Households (000))					7,790								7,630			
AVERAGE AUDIENCE (%)					9.3	8.4*		9.4*		9.9*		9.6*	9.1	8.8*		9.5*
SHARE OF AUDIENCE %					16	15 *		16 *		16 *		15 *	15	14 *		16 *
AVG. AUD. BY ¼ HR. %					8.1	8.8	9.3	9.5	10.2	9.6	9.9	9.4	8.4	9.2	9.4	9.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					30,250								23,720			
TOTAL AUDIENCE (%)					36.1								28.3			
Program					CALL TO GLORY (SD)								XXIII OLYMPIAD HIGHLIGHTS			
AVERAGE AUDIENCE (Households (000))					20,780								18,770			
AVERAGE AUDIENCE (%)					24.8	21.4*		24.1*		26.4*		27.1*	22.4	22.9*		22.0*
SHARE OF AUDIENCE %					44	41 *		43 *		45 *		45 *	39	40 *		39 *
AVG. AUD. BY ¼ HR. %					20.5	22.3	23.7	24.6	25.9	26.8	27.5	26.7	22.9	22.9	22.1	21.9
CBS TV TOTAL AUDIENCE (Households (000))					15,590								13,580			
TOTAL AUDIENCE (%)					18.6								16.2			
Program					AIRWOLF SPECIAL (R)(SD)								CAGNEY & LACEY (R)			
AVERAGE AUDIENCE (Households (000))					8,130								10,810			
AVERAGE AUDIENCE (%)					9.7	8.9*		9.1*		9.8*		11.1*	12.9	12.6*		13.2*
SHARE OF AUDIENCE %					17	17 *		16 *		17 *		18 *	23	22 *		23 *
AVG. AUD. BY ¼ HR. %					9.0	8.7	9.0	9.2	9.6	10.0	11.1	11.2	12.2	12.9	13.3	13.1
NBC TV TOTAL AUDIENCE (Households (000))					11,980				14,830							
TOTAL AUDIENCE (%)					14.3				17.7							
Program					TV BLOOPERS & PRAC. JOKES (R)(SD)				NBC MONDAY NIGHT MOVIES RAGE(R)							
AVERAGE AUDIENCE (Households (000))					7,630				8,040							
AVERAGE AUDIENCE (%)					9.1	9.1*		9.1*	9.6	9.8*		9.9*		9.7*		9.2*
SHARE OF AUDIENCE %					17	17 *		16 *	16	17 *		16 *		17 *		16 *
AVG. AUD. BY ¼ HR. %					9.0	9.2	8.7	9.5	9.8	9.8	9.7	10.0	9.8	9.6	9.3	9.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.2	52.6	52.2	53.2	53.7	55.5	57.9	60.4	62.1	62.9	62.8	63.0	61.1	60.6	59.0	57.1
WK. 2	48.5	49.6	49.2	50.5	51.7	53.5	55.0	56.7	58.1	59.5	60.8	60.6	58.0	57.8	57.0	56.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.MON. AUG.13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.7, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		40,730 48.6															
ABC TV program		SUMMR OLYMS-TUE- 7:00PM-3 (7:00-11:0[illegible]PM)(11:06-12:02AM) →															
AVERAGE AUDIENCE (Households (000) & %)		18,020 21.5	13.4*		16.3*		20.2*		22.3*		23.5*		24.5*		25.8*		24.8*
SHARE OF AUDIENCE	%	39	28 *		32 *		39 *		39 *		39 *		40 *		42 *		41 *
AVG. AUD. BY ¼ HR.	%	12.9	13.8	15.5	17.2	19.7	20.6	22.1	22.5	24.2	22.8	24.3	24.7	26.2	25.4	24.7	24.9
CBS TV TOTAL AUDIENCE (Households (000) & %)						7,710 9.2		16,840 20.1									
CBS TV program						AFTERMASH (R)		CBS TUESDAY NIGHT MOVIES BARE ESSENCE PT.1(R) (SD) →									
AVERAGE AUDIENCE (Households (000) & %)						6,290 7.5		8,800 10.5	7.9*		10.6*		11.2*		11.6*		11.0*
SHARE OF AUDIENCE	%					14		17	14 *		17 *		18 *		19 *		19 *
AVG. AUD. BY ¼ HR.	%					7.6	7.3	7.2	8.7	10.5	10.8	10.9	11.4	11.5	11.7	11.2	10.9
NBC TV TOTAL AUDIENCE (Households (000) & %)						15,670 18.7				14,670 17.5				13,070 15.6			
NBC TV program						A TEAM (R)(SD) →				RIPTIDE (R) →				REMINGTON STEELE (R) →			
AVERAGE AUDIENCE (Households (000) & %)						11,150 13.3	12.1*		14.5*	10,560 12.6	12.3*		12.8*	9,720 11.6	11.4*		11.7*
SHARE OF AUDIENCE	%					24	22 *		25 *	20	20 *		20 *	19	19 *		20 *
AVG. AUD. BY ¼ HR.	%					11.4	12.8	14.4	14.6	12.2	12.4	12.7	12.9	11.1	11.8	11.9	11.4

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						10,480 12.5		10,220 12.2		17,010 20.3							
ABC TV program						FOUL UPS, BLEEPS BLUNDERS (R)		THREE'S COMPANY (R)		ABC MOVIE SPECIAL MAE WEST(R) (SD) →							
AVERAGE AUDIENCE (Households (000) & %)						8,300 9.9		8,630 10.3		9,300 11.1	10.2*		11.0*		11.9*		11.5*
SHARE OF AUDIENCE	%					19		19		20	18 *		19 *		21 *		21 *
AVG. AUD. BY ¼ HR.	%					9.8	10.1	9.7	10.8	10.3	10.0	10.7	11.3	12.0	11.7	11.4	11.6
CBS TV TOTAL AUDIENCE (Households (000) & %)						8,630 10.3		7,460 8.9		13,160 15.7							
CBS TV program						AFTERMASH (R)		DOMESTIC LIFE (R)(SD)		CBS TUESDAY NIGHT MOVIES THE PATRICIA NEAL STORY(R) →							
AVERAGE AUDIENCE (Households (000) & %)						7,120 8.5		6,200 7.4		7,880 9.4	8.1*		9.3*		10.1*		10.0*
SHARE OF AUDIENCE	%					17		13		17	14 *		16 *		18 *		18 *
AVG. AUD. BY ¼ HR.	%					8.4	8.6	7.2	7.5	7.9	8.4	8.9	9.8	10.3	10.0	10.1	10.0
NBC TV TOTAL AUDIENCE (Households (000) & %)						17,850 21.3				19,270 23.0				16,680 19.9			
NBC TV program						A TEAM (R)(SD) →				RIPTIDE (R)(SD) →				REMINGTON STEELE (R) →			
AVERAGE AUDIENCE (Households (000) & %)						12,990 15.5	14.2*		16.8*	14,670 17.5	16.7*		18.3*	13,320 15.9	16.0*		15.7*
SHARE OF AUDIENCE	%					29	28 *		31 *	30	29 *		31 *	28	28 *		29 *
AVG. AUD. BY ¼ HR.	%					13.4	14.9	16.5	17.1	16.1	17.3	18.2	18.5	16.2	15.9	15.9	15.4

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	50.0	51.6	52.8	54.1	53.5	54.6	56.9	59.7	60.9	61.9	63.2	63.3	62.0	60.9	59.0	56.4
	WK. 2	48.0	48.3	48.1	49.8	50.1	52.0	53.6	56.1	56.9	57.7	58.1	58.4	57.4	56.7	55.1	54.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. AUG.14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. AUG.8, 1984

WEEK 1

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)		43,320 51.7															
ABC TV	Program		SUMMR OLYMS-WED- 7:00PM-3 (7:00-11:52PM) (S)(SD)(-OP)															
ABC TV	AVERAGE AUDIENCE (Households (000) & %)		18,860 22.5	14.2*		16.7*		20.6*		21.8*		24.9*		26.9*		26.6*		26.9*
ABC TV	SHARE OF AUDIENCE	%	42	31 *		35 *		41 *		41 *		43 *		45 *		44 *		45 *
ABC TV	AVG. AUD. BY ¼ HR.	%	13.8	14.7	16.1	17.2	20.0	21.1	20.8	22.7	24.7	25.2	26.4	27.4	26.7	26.4	27.1	26.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)						9,890 11.8				15,590 18.6							
CBS TV	Program						CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE BARE ESSENCE PT.2(R)							
CBS TV	AVERAGE AUDIENCE (Households (000) & %)						6,120 7.3	6.8*		7.7*	9,300 11.1	9.3*		10.8*		11.7*		12.5*
CBS TV	SHARE OF AUDIENCE	%					14	13 *		14 *	19	16 *		18 *		19 *		22 *
CBS TV	AVG. AUD. BY ¼ HR.	%					7.3	6.4	7.6	7.9	8.7	9.9	10.7	11.0	11.5	11.8	12.4	12.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)						11,150 13.3		11,230 13.4		12,150 14.5		10,390 12.4		9,970 11.9			
NBC TV	Program						DOUBLE TROUBLE (R)		JENNIFER SLEPT HERE (R)(SD)		FACTS OF LIFE (R)		T.L.C. (SD)		ST. ELSEWHERE (R)			
NBC TV	AVERAGE AUDIENCE (Households (000) & %)						9,300 11.1		9,640 11.5		10,310 12.3		9,130 10.9		7,710 9.2	9.2*		9.3*
NBC TV	SHARE OF AUDIENCE	%					21		21		21		18		16	15 *		16 *
NBC TV	AVG. AUD. BY ¼ HR.	%					10.6	11.5	11.3	11.7	11.9	12.7	11.2	10.7	9.3	9.1	9.2	9.4

WEEK 2

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)						13,910 16.6				16,260 19.4				12,150 14.5			
ABC TV	Program						FALL GUY (R)(SD)				WRLD FUNNIEST COM'L GOOFS (SD)				HOTEL (R)			
ABC TV	AVERAGE AUDIENCE (Households (000) & %)						9,800 11.7	10.5*		12.8*	11,560 13.8	13.0*		14.6*	8,970 10.7	11.4*		9.9*
ABC TV	SHARE OF AUDIENCE	%					25	23 *		26 *	26	25 *		27 *	20	21 *		19 *
ABC TV	AVG. AUD. BY ¼ HR.	%					9.9	11.1	12.5	13.1	12.5	13.5	14.2	14.9	11.4	11.4	10.2	9.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,560 12.6				18,100 21.6							
CBS TV	Program						CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE WORD OF HONOR(R)							
CBS TV	AVERAGE AUDIENCE (Households (000) & %)						6,870 8.2	8.3*		8.2*	11,060 13.2	9.7*		12.5*		14.8*		15.8*
CBS TV	SHARE OF AUDIENCE	%					17	18 *		17 *	25	19 *		23 *		27 *		30 *
CBS TV	AVG. AUD. BY ¼ HR.	%					8.7	7.8	8.5	7.9	9.4	10.1	11.8	13.3	14.6	14.9	15.6	16.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)						11,560 13.8		10,980 13.1		12,490 14.9		11,230 13.4		11,650 13.9			
NBC TV	Program						DOUBLE TROUBLE (R)		JENNIFER SLEPT HERE (R)(SD)		FACTS OF LIFE (R)		I GAVE AT THE OFFICE		ST. ELSEWHERE (R)			
NBC TV	AVERAGE AUDIENCE (Households (000) & %)						9,300 11.1		9,550 11.4		11,150 13.3		9,390 11.2		8,460 10.1	10.1*		10.1*
NBC TV	SHARE OF AUDIENCE	%					24		23		25		20		19	19 *		19 *
NBC TV	AVG. AUD. BY ¼ HR.	%					10.2	11.9	10.8	12.0	12.6	13.9	11.6	10.7	10.1	10.1	10.2	10.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	48.0	48.8	49.1	51.0	52.1	53.0	53.9	56.3	57.8	59.3	60.5	61.5	60.4	59.8	58.6	57.4
	WK. 2	43.5	43.1	42.9	43.7	44.6	47.1	48.5	49.9	51.3	53.6	54.4	55.5	54.4	54.0	52.8	52.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. AUG.15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. AUG. 9, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	41,480 49.5															
ABC TV	SUMMR OLYMS-THU- 7:00PM-3 (7:00-11:21PM)(11:26-12:07AM) (A)(SD)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)	18,440 22.0	14.1*		17.4*		20.8*		23.1*		24.5*		25.3*		27.8*		26.7*
SHARE OF AUDIENCE %	43	31 *		38 *		42 *		43 *		43 *		44 *		48 *		47 *
AVG. AUD. BY ¼ HR. %	13.7	14.5	16.6	18.1	20.3	21.3	22.7	23.6	25.1	23.9	24.9	25.7	28.5	27.1	26.9	26.5
TOTAL AUDIENCE (Households (000) & %)					10,810 12.9				12,820 15.3				10,640 12.7			
CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
AVERAGE AUDIENCE (Households (000) & %)					7,630 9.1	8.5*		9.8*	9,640 11.5	11.0*		12.0*	7,460 8.9	8.7*		9.1*
SHARE OF AUDIENCE %					17	16 *		18 *	20	19 *		20 *	16	15 *		16 *
AVG. AUD. BY ¼ HR. %					8.1	8.8	9.7	9.9	10.3	11.7	12.2	11.8	8.7	8.7	9.0	9.1
TOTAL AUDIENCE (Households (000) & %)					9,300 11.1		10,220 12.2		9,970 11.9		9,550 11.4		11,730 14.0			
NBC TV					GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000) & %)					7,790 9.3		8,460 10.1		8,380 10.0		8,380 10.0		8,040 9.6	9.0*		10.2*
SHARE OF AUDIENCE %					18		18		17		17		17	16 *		18 *
AVG. AUD. BY ¼ HR. %					8.8	9.8	10.1	10.2	9.6	10.4	9.8	10.2	8.9	9.1	10.0	10.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					10,480 12.5				22,040 26.3							
ABC TV					20/20 (SD)				NFL PRE SEASON FOOTBALL PITTSBURGH VS DALLAS (9:00-12:21AM) (-OP)							
AVERAGE AUDIENCE (Households (000) & %)					6,290 7.5	7.5*		7.5*	9,220 11.0	8.7*		10.3*		12.9*		12.7*
SHARE OF AUDIENCE %					14	15 *		14 *	22	15 *		17 *		23 *		24 *
AVG. AUD. BY ¼ HR. %					7.6	7.3	7.6	7.5	8.3	9.0	10.0	10.7	13.2	12.6	12.5	12.8
TOTAL AUDIENCE (Households (000) & %)					11,900 14.2				14,250 17.0				14,080 16.8			
CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1	9.3*		10.8*	10,390 12.4	12.0*		12.8*	10,560 12.6	12.3*		12.9*
SHARE OF AUDIENCE %					19	19 *		20 *	21	20 *		21 *	23	22 *		24 *
AVG. AUD. BY ¼ HR. %					9.2	9.5	10.4	11.2	11.5	12.5	12.7	13.0	12.0	12.5	12.9	12.9
TOTAL AUDIENCE (Households (000) & %)					9,390 11.2		9,220 11.0		10,060 12.0		8,800 10.5		15,590 18.6			
NBC TV					GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000) & %)					7,370 8.8		7,960 9.5		8,300 9.9		7,540 9.0		11,310 13.5	12.8*		14.2*
SHARE OF AUDIENCE %					18		18		17		15		25	23 *		27 *
AVG. AUD. BY ¼ HR. %					8.2	9.4	9.2	9.8	9.7	10.1	8.8	9.1	12.4	13.3	14.0	14.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	47.9	48.4	48.2	49.3	50.5	53.3	55.3	56.3	57.4	58.4	58.9	58.7	57.9	56.6	56.2	54.6
WK. 2	43.6	43.8	44.0	46.0	49.0	51.1	52.9	55.4	58.1	60.2	61.1	60.9	56.9	55.5	53.5	52.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. THU. AUG. 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1 — EVE.FRI. AUG.10, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	39,050 46.6															
ABC TV program	SUMMR OLYMS-FRI- 7:00PM-3 (7:00-11:17PM)(11:22-12:01AM) (5)(SD)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)	17,100 20.4	13.1*		16.1*		19.2*		20.9*		22.6*		25.2*		22.9*		23.0*
SHARE OF AUDIENCE %	41	31 *		37 *		42 *		43 *		43 *		46 *		41 *		42 *
AVG. AUD. BY ¼ HR. %	12.5	13.6	15.9	16.4	18.8	19.6	20.4	21.3	22.4	22.8	24.4	26.1	23.3	22.6	23.1	22.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,550 11.4				9,220 11.0				7,960 9.5			
CBS TV program					DUKES OF HAZZARD (R)(SD)				DALLAS (R)				FALCON CREST (R)			
AVERAGE AUDIENCE (Households (000) & %)					6,120 7.3	6.6*		8.0*	6,620 7.9	7.9*		8.0*	5,610 6.7	6.5*		6.8*
SHARE OF AUDIENCE %					15	14 *		16 *	14	15 *		14 *	12	12 *		13 *
AVG. AUD. BY ¼ HR. %					6.3	6.9	7.6	8.4	7.6	8.1	7.9	8.1	6.8	6.3	6.6	6.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					8,880 10.6				14,580 17.4							
NBC TV program					MASTER (R)(SD)				MOVIE OF THE WEEK-FRIDAY FOR LOVE AND HONOR(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)					5,950 7.1	7.0*		7.1*	8,130 9.7	8.6*		9.3*		10.3*		10.8*
SHARE OF AUDIENCE %					15	15 *		14 *	18	16 *		16 *		18 *		20 *
AVG. AUD. BY ¼ HR. %					6.9	7.1	7.1	7.2	8.3	8.8	9.1	9.5	10.2	10.4	10.6	11.0

WEEK 2 — EVE.FRI. AUG.17, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					12,820 15.3		14,830 17.7		14,500 17.3				15,000 17.9			
ABC TV program					BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)				MATT HOUSTON (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,140 12.1		12,740 15.2		10,140 12.1	11.4*		12.7*	11,400 13.6	13.0*		14.2*
SHARE OF AUDIENCE %					27		32		24	23 *		25 *	28	27 *		30 *
AVG. AUD. BY ¼ HR. %					11.2	13.0	14.5	15.9	11.6	11.2	12.7	12.7	12.7	13.3	13.9	14.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,230 14.6				15,080 18.0				12,150 14.5			
CBS TV program					COMEDY ZONE (SD)				DALLAS (R)				FALCON CREST (R)			
AVERAGE AUDIENCE (Households (000) & %)					7,210 8.6	8.9*		8.4*	10,810 12.9	12.4*		13.4*	8,800 10.5	10.3*		10.7*
SHARE OF AUDIENCE %					19	20 *		18 *	26	25 *		26 *	22	21 *		22 *
AVG. AUD. BY ¼ HR. %					9.0	8.9	8.2	8.5	11.7	13.0	13.2	13.5	10.5	10.1	10.4	11.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,260 19.4											
NBC TV program					NFL PRE SEASON FTBL-NBC NEW ENGLAND VS WASHINGTON (8:00-11:24PM) (+OP)											
AVERAGE AUDIENCE (Households (000) & %)					5,700 6.8	5.9*		6.0*		5.9*		5.9*		7.3*		8.1*
SHARE OF AUDIENCE %					14	14 *		13 *		12 *		12 *		15 *		16 *
AVG. AUD. BY ¼ HR. %					6.1	5.8	6.0	5.9	6.0	5.7	5.5	6.4	7.2	7.5	8.0	8.2

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.3	45.3	45.1	46.3	46.8	47.6	48.6	50.8	52.9	54.6	56.2	57.5	56.4	56.2	54.6	53.2
WK. 2	43.0	43.9	42.9	43.7	44.2	46.0	46.9	48.0	49.3	49.9	51.1	50.9	49.2	48.7	48.2	47.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.11, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		39,300 46.9															
Program		SUMMR OLYMS-SAT- 7:00PM-3 (7:00-11:03PM)(11:09-12:01AM) (S)(SD)															
AVERAGE AUDIENCE (Households (000) & %)		18,440 22.0	17.6*		20.5*		21.7*		22.0*		21.8*		23.2*		24.1*		25.2*
SHARE OF AUDIENCE	%	45	42 *		45 *		46 *		45 *		43 *		44 *		46 *		48 *
AVG. AUD. BY ¼ HR.	%	17.2	18.0	20.0	21.0	21.8	21.5	21.5	22.4	22.0	21.6	23.0	23.4	23.9	24.3	25.1	25.4
CBS TV TOTAL AUDIENCE (Households (000) & %)						5,610 6.7				11,150 13.3							
Program						WATERSHIP DOWN PT.2 (R)(SD)				CBS SATURDAY NIGHT MOVIE AVALANCHE EXPRESS(R)							
AVERAGE AUDIENCE (Households (000) & %)						3,350 4.0	3.7*		4.4*	5,110 6.1	5.7*		6.0*		6.6*		6.2*
SHARE OF AUDIENCE	%					8	7 *		9 *	12	11 *		11 *		13 *		12 *
AVG. AUD. BY ¼ HR.	%					3.7	3.7	4.3	4.5	5.8	5.6	5.7	6.4	6.7	6.5	6.8	5.6
NBC TV TOTAL AUDIENCE (Households (000) & %)						8,630 10.3		9,130 10.9		9,130 10.9		8,970 10.7		9,970 11.9			
Program						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		BOSOM BUDDIES (R)		MAMA'S FAMILY (R)		BOONE			
AVERAGE AUDIENCE (Households (000) & %)						7,540 9.0		7,630 9.1		7,540 9.0		7,460 8.9		6,960 8.3	7.8*		8.8*
SHARE OF AUDIENCE	%					18		18		17		17		16	15 *		17 *
AVG. AUD. BY ¼ HR.	%					8.3	9.6	8.8	9.4	8.8	9.3	8.9	8.9	7.7	7.8	8.4	9.3

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						11,820 14.1				15,750 18.8				15,250 18.2			
Program		(1)				T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)		5.3*				8,300 9.9	9.2*		10.7*	11,480 13.7	12.7*		14.7*	11,150 13.3	13.3*		13.4*
SHARE OF AUDIENCE	%	14 *				23	22 *		23 *	28	26 *		30 *	29	29 *		29 *
AVG. AUD. BY ¼ HR.	%	5.3				9.0	9.4	10.4	10.9	12.4	12.9	14.5	15.0	13.2	13.3	13.1	13.7
CBS TV TOTAL AUDIENCE (Households (000) & %)						8,130 9.7				16,510 19.7							
Program						AIRWOLF (R)(SD)				CBS NFL PRE-SEASON FTBL SAN FRANCISCO VS SAN DIEGO (9:00-12:12AM)							
AVERAGE AUDIENCE (Households (000) & %)						4,860 5.8	5.6*		6.0*	5,700 6.8	6.2*		6.4*		7.5*		7.7*
SHARE OF AUDIENCE	%					13	13 *		13 *	15	14 *		14 *		16 *		17 *
AVG. AUD. BY ¼ HR.	%					5.6	5.6	5.9	6.2	6.1	6.3	6.3	6.5	7.3	7.6	7.5	7.8
NBC TV TOTAL AUDIENCE (Households (000) & %)						8,880 10.6		10,310 12.3		9,640 11.5		9,050 10.8		9,800 11.7			
Program						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		BOSOM BUDDIES (R)		MAMA'S FAMILY (R)(SD)		NEW SHOW (R)			
AVERAGE AUDIENCE (Households (000) & %)						7,540 9.0		8,880 10.6		8,210 9.8		7,790 9.3		5,950 7.1	7.1*		7.1*
SHARE OF AUDIENCE	%					21		23		20		19		15	15 *		16 *
AVG. AUD. BY ¼ HR.	%					8.2	9.7	10.0	11.2	9.9	9.8	9.1	9.5	7.4	6.7	7.1	7.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	43.7	44.5	46.4	48.2	49.3	49.7	50.3	51.6	52.2	52.9	53.2	53.4	52.0	51.9	51.8	50.6
	WK. 2	39.1	39.4	38.6	39.6	41.2	43.0	45.0	46.7	47.9	48.0	48.6	48.8	46.3	46.4	46.0	45.4

U.S. TV Households: 83,800,000

(1)PGA CHAMPIONSHIP-SAT,ABC,(4:30-7:06PM)(S)

For explanation of symbols, See page A.

EVE.SAT. AUG.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.11, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV		SUMMR OLYMS-SAT- 7:00PM-3 (7:00-11:03PM)(11:09-12:01AM)					(1) (+OP)	SUMMR OLYMS-SAT-12:32AM-3 (12:32-2:12AM) (OP)									
TOTAL AUDIENCE (Households (000) & %)							2,510 3.0	14,160 16.9									
AVERAGE AUDIENCE (Households (000) & %)			22.5*		21.4*		2,510 3.0	7,960 9.5	11.1*		9.7*		8.8*	6.8*			
SHARE OF AUDIENCE	%		45 *		48 *		14	37	35 *		37 *		39 *	35 *			
AVG. AUD. BY ¼ HR.	%	22.7	22.4	21.7	21.1	18.0	3.1	11.6	10.7	10.0	9.3	9.1	8.4	6.8			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV				FRIDAY NIGHT VIDEOS SP ED (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)													
TOTAL AUDIENCE (Households (000) & %)				7,790 9.3													
AVERAGE AUDIENCE (Households (000) & %)				3,600 4.3	5.1*		4.2*		3.3*								
SHARE OF AUDIENCE	%			12	13 *		13 *		12 *								
AVG. AUD. BY ¼ HR.	%			5.5	4.6	4.6	3.8	3.3	3.1								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV				ABC WEEKEND REPORT-SAT.													
TOTAL AUDIENCE (Households (000) & %)				4,110 4.9													
AVERAGE AUDIENCE (Households (000) & %)				3,940 4.7													
SHARE OF AUDIENCE	%			13													
AVG. AUD. BY ¼ HR.	%			4.7													
CBS TV		CBS NFL PRE-SEASON FTBL SAN FRANCISCO VS SAN DIEGO (9:00-12:12AM)															
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)			6.6*		6.3*	6.6*											
SHARE OF AUDIENCE	%		15 *		16 *	18 *											
AVG. AUD. BY ¼ HR.	%	7.2	6.0	6.1	6.6	6.6											
NBC TV				SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)													
TOTAL AUDIENCE (Households (000) & %)				9,130 10.9													
AVERAGE AUDIENCE (Households (000) & %)				4,940 5.9	6.9*		5.9*		4.4*								
SHARE OF AUDIENCE	%			18	19 *		19 *		16 *								
AVG. AUD. BY ¼ HR.	%			6.9	6.8	6.4	5.3	4.5	3.7								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	48.8	46.0	41.5	39.4	34.7	32.1	28.1	25.0	21.5	19.4	17.7	16.1	14.3	12.4	11.1	9.5
	WK. 2	43.6	41.1	37.6	34.9	32.5	30.0	27.0	24.7	21.9	19.9	17.7	15.8	13.6	12.4	10.6	9.0

U.S. TV Households: 83,800,000

(1)ABC WKEND REPORT-SAT.,ABC,(12:17-12:32AM)(S)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.12, 1984

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	45,340 54.1															
	Program	SUMMR OLYMS-SUN- 7:00PM-3 (7:00-12:46AM) (S)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	24,220 28.9	21.2*		23.9*		25.0*		26.1*		28.5*		32.2*		34.4*		32.1*
	SHARE OF AUDIENCE %	53	45 *		49 *		48 *		47 *		49 *		52 *		55 *		53 *
	AVG. AUD. BY ¼ HR. %	20.2	22.3	23.6	24.3	25.1	25.0	25.9	26.4	28.1	28.9	31.3	33.2	35.0	33.8	32.6	31.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,570 15.0				7,710 9.2		7,210 8.6		9,050 10.8		8,550 10.2		12,320 14.7			
	Program	60 MINUTES (R)				ONE DAY AT A TIME(B) (R)(SD)		GOODNIGHT, BEANTOWN (R)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	8,880 10.6	10.1*		11.1*	6,290 7.5		5,870 7.0		7,540 9.0		7,290 8.7		8,460 10.1	9.4*		10.9*
	SHARE OF AUDIENCE %	21	20 *		21 *	14		12		15		14		16	15 *		18 *
	AVG. AUD. BY ¼ HR. %	9.5	10.8	11.4	10.9	7.4	7.6	6.7	7.3	8.8	9.3	8.2	9.2	8.8	10.1	10.8	10.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,200 6.2				10,480 12.5				14,830 17.7							
	Program	SUMMER SUNDAY USA				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE LITTLE DARLINGS(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	2,680 3.2	3.2*		3.2*	7,370 8.8	7.8*		9.8*	8,040 9.6	8.8*		9.3*		9.8*		10.3*
	SHARE OF AUDIENCE %	6	6 *		6 *	15	14 *		17 *	15	14 *		15 *		15 *		17 *
	AVG. AUD. BY ¼ HR. %	3.5	2.8	2.9	3.5	7.3	8.2	9.3	10.3	8.6	9.0	9.3	9.3	9.7	9.9	10.1	10.4

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,320 14.7				20,530 24.5							
	Program	PGA CHAMPIONSHIP-SUN (3:30-8:00PM)				HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE THE MAIN EVENT(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)		7.7*		8.6*	8,630 10.3	9.6*		11.0*	11,230 13.4	11.4*		12.6*		14.5*		15.1*
	SHARE OF AUDIENCE %		17 *		19 *	21	20 *		22 *	25	21 *		23 *		26 *		29 *
	AVG. AUD. BY ¼ HR. %	7.5	7.8	8.6	8.6	9.4	9.9	10.7	11.3	11.1	11.6	12.1	13.1	14.4	14.6	15.6	14.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	19,860 23.7				11,650 13.9		12,400 14.8		14,080 16.8		18,350 21.9				9,640 11.5	
	Program	60 MINUTES (R)				ONE DAY AT A TIME (R)(SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)				CAMPAIGN '84	
	AVERAGE AUDIENCE (Households (000) & %)	13,990 16.7	15.7*		17.7*	9,890 11.8		10,810 12.9		12,230 14.6		12,650 15.1	14.1*		16.1*	7,790 9.3	
	SHARE OF AUDIENCE %	36	34 *		38 *	25		26		27		27	26 *		29 *	18	
	AVG. AUD. BY ¼ HR. %	15.3	16.1	17.5	18.0	11.5	12.1	12.1	13.7	14.2	15.0	13.7	14.4	15.8	16.4	9.8	8.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)	(1) (-OP)	4,190 5.0			21,120 25.2											
	Program		SUMMER SUNDAY USA (7:28-8:00PM) (OP)			NBC SUNDAY NIGHT MOVIE ENOLA GAY(R) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)		2,770 3.3			9,390 11.2	8.7*		8.9*		10.6*		11.9*		12.6*		14.6*
	SHARE OF AUDIENCE %		7			21	18 *		18 *		20 *		22 *		23 *		28 *
	AVG. AUD. BY ¼ HR. %	7.9	3.9	3.3	3.1	8.3	9.1	8.9	8.8	10.4	10.9	11.8	12.1	12.4	12.8	14.7	14.4

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	49.8	50.7	51.5	52.4	54.2	56.3	58.4	60.1	61.4	62.3	63.5	64.3	64.0	62.9	60.5	57.6
	WK. 2	45.3	46.5	46.7	47.3	47.6	48.5	49.6	51.3	53.4	55.1	54.6	55.3	55.0	55.5	53.3	50.2

U.S. TV Households: 83,800,000

(1)NFL PRE-SEASON FTBL,MIAMI VS LOS ANGELES,NBC(4:00-7:28PM)(S)

For explanation of symbols, See page A

EVE.SUN. AUG.19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.12, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)														2,930 3.5			
Program		SUMMR OLYMS-SUN- 7:00PM-3 (7:00-12:46AM)													ABC WKEND REPORT-SUN. (2:11-2:26AM)		
AVERAGE AUDIENCE (Households (000) & %)			32.1*		32.2*		29.6*		29.1*					2,680 3.2			
SHARE OF AUDIENCE	%		57 *		63 *		65 *		70 *					32			
AVG. AUD. BY ¼ HR.	%	31.6	32.6	33.0	31.4	30.4	28.8	29.3	26.7					3.5	3.1		
CBS TV TOTAL AUDIENCE (Households (000) & %)				3,350 4.0													
Program				CBS SUNDAY NEWS-OSGOOD													
AVERAGE AUDIENCE (Households (000) & %)				3,270 3.9													
SHARE OF AUDIENCE	%			7													
AVG. AUD. BY ¼ HR.	%			3.9													
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,840 2.2												
Program					NBC LATE NIGHT MOVIE FORBIDDEN PARADISE(R) (11:30-1:27AM)												
AVERAGE AUDIENCE (Households (000) & %)					840 1.0		1.1*		1.0*		.8*	.6*					
SHARE OF AUDIENCE	%				3		3 *		3 *		3 *	3 *					
AVG. AUD. BY ¼ HR.	%				1.4	1.1	1.1	1.0	1.0	.9	.7	.6					

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,940 4.7													
Program				ABC WEEKEND REPORT-SUN.													
AVERAGE AUDIENCE (Households (000) & %)				3,690 4.4													
SHARE OF AUDIENCE	%			16													
AVG. AUD. BY ¼ HR.	%			4.4													
CBS TV TOTAL AUDIENCE (Households (000) & %)		4,360 5.2															
Program		CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)		4,190 5.0															
SHARE OF AUDIENCE	%	11															
AVG. AUD. BY ¼ HR.	%	5.0															
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,760 2.1												
Program					NBC LATE NIGHT MOVIE THE NIGHT THE BRIDGE FELL DOWN(R) (11:45-1:25AM) (SUSTAINING 1:25-1:45AM)												
AVERAGE AUDIENCE (Households (000) & %)					840 1.0		1.1*		1.0*		1.0*						
SHARE OF AUDIENCE	%				5		5 *		5 *		7 *						
AVG. AUD. BY ¼ HR.	%				1.1	1.1	1.1	1.1	1.0	1.1	.8						

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	53.3	50.1	46.0	42.3	38.1	35.6	33.0	28.2	26.0	22.8	17.3	12.8	9.9	8.3	7.0	6.3
	WK. 2	44.9	40.4	33.8	29.4	25.0	22.2	20.6	18.5	16.1	13.5	11.1	9.8	8.5	7.6	6.5	5.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. AUG.19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.6-10, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			3,770 4.5				5,280 6.3									
Program	← GOOD MORNING, AMERICA-730 → (CO-OP)		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 → (CO-OP)		(PARTICIPATING)									
AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				4,270 5.1									
SHARE OF AUDIENCE %			26				24									
AVG. AUD. BY ¼ HR. %			3.4	3.8			5.0	5.2								
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			3,020 3.6				3,350 4.0						4,940 5.9		5,450 6.5	
Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			2,510 3.0				2,680 3.2						4,110 4.9		4,610 5.5	
SHARE OF AUDIENCE %			20				15						19		20	
AVG. AUD. BY ¼ HR. %			2.9	3.0			3.0	3.3					4.7	5.2	5.3	5.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			3,020 3.6				4,020 4.8						5,870 7.0		4,780 5.7	
Program	← TODAY SHOW-7.30AM → (CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP)		(PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			2,350 2.8				3,270 3.9						4,860 5.8		4,190 5.0	
SHARE OF AUDIENCE %			19				18						22		19	
AVG. AUD. BY ¼ HR. %			2.7	2.9			3.7	4.0					5.4	6.2	5.0	5.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			4,110 4.9				5,030 6.0									
Program	← GOOD MORNING, AMERICA-730 → (CO-OP)		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 → (CO-OP)		(PARTICIPATING)									
AVERAGE AUDIENCE (Households (000) & %)			3,180 3.8				3,940 4.7									
SHARE OF AUDIENCE %			26				23									
AVG. AUD. BY ¼ HR. %			3.7	3.9			4.6	4.8								
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			2,770 3.3				2,850 3.4						5,030 6.0		5,200 6.2	
Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			2,260 2.7				2,350 2.8						4,110 4.9		4,440 5.3	
SHARE OF AUDIENCE %			18				14						20		21	
AVG. AUD. BY ¼ HR. %			2.7	2.6			2.7	2.8					4.7	5.2	5.2	5.5
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			3,350 4.0				4,020 4.8						5,700 6.8		4,780 5.7	
Program	← TODAY SHOW-7.30AM → (CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP)		(PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			2,510 3.0				3,270 3.9						4,690 5.6		4,020 4.8	
SHARE OF AUDIENCE %			20				19						22		19	
AVG. AUD. BY ¼ HR. %			3.0	3.1			3.8	4.0					5.2	6.1	4.8	4.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	9.2	10.3	11.6	13.0	15.0	17.0	18.8	20.6	22.0	23.2	24.1	25.2	25.7	26.6	26.8	27.3
WK. 2	9.3	10.7	11.8	12.8	14.8	16.8	17.8	19.3	20.7	22.0	22.6	23.8	24.8	25.8	25.9	26.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.13-17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. AUG. 6–10, 1984

WEEK 1

Network	Measure	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))									10,140		8,970			9,640		
	TOTAL AUDIENCE (%)									12.1		10.7			11.5		
	Program			(S)(OP)(OP)						ALL MY CHILDREN SPEC. (S)(OP)(-OP)			ONE LIFE TO LIVE SPEC. (1:40-2:20PM) (S)(OP)(-OP)		GENERAL HOSPITAL SPEC. (2:20-3:00PM) (S)(SD)		
	AVERAGE AUDIENCE (Households (000))									7,960		7,370			8,040		
	AVERAGE AUDIENCE (%)									9.5	9.3*	8.8	8.7*		9.6		9.7*
	SHARE OF AUDIENCE %									30	29 *	28	27 *		30		30 *
	AVG. AUD. BY ¼ HR. %									9.0	9.7	8.8	8.7	8.9	9.1	9.5	9.8
CBS TV	TOTAL AUDIENCE (Households (000))	7,120		8,880				10,060				7,880				5,450	
	TOTAL AUDIENCE (%)	8.5		10.6				12.0				9.4				6.5	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT I (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	6,030		7,630				7,120				5,950				4,690	
	AVERAGE AUDIENCE (%)	7.2		9.1				8.5	8.5*		8.5*	7.1	7.1*		7.1*	5.6	
	SHARE OF AUDIENCE %	26		31				27	28 *		27 *	22	22 *		22 *	18	
	AVG. AUD. BY ¼ HR. %	6.7	7.6	8.8	9.3			8.6	8.5	8.5	8.6	7.1	7.1	7.1	7.1	5.5	5.8
NBC TV	TOTAL AUDIENCE (Households (000))	7,630		6,370		4,110		3,600		8,300				6,370			
	TOTAL AUDIENCE (%)	9.1		7.6		4.9		4.3		9.9				7.6			
	Program	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000))	6,450		5,450		3,350		2,930		6,450				4,860			
	AVERAGE AUDIENCE (%)	7.7		6.5		4.0		3.5		7.7	7.4*		7.9*	5.8	5.8*		5.8*
	SHARE OF AUDIENCE %	28		22		13		11		23	22 *		24 *	18	18 *		18 *
	AVG. AUD. BY ¼ HR. %	7.6	7.9	6.5	6.5	3.9	4.2	3.5	3.5	7.2	7.6	8.0	7.9	5.9	5.7	5.9	5.6

WEEK 2

Network	Measure	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	3,520		3,350		3,940		4,860		10,480				8,800			
	TOTAL AUDIENCE (%)	4.2		4.0		4.7		5.8		12.5				10.5			
	Program	CELEBRITY FAMILY FEUD SP.		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
	AVERAGE AUDIENCE (Households (000))	2,850		2,850		3,350		4,020		8,040				6,700			
	AVERAGE AUDIENCE (%)	3.4		3.4		4.0		4.8		9.6	9.3*		9.9*	8.0	7.9*		8.1*
	SHARE OF AUDIENCE %	13		13		14		16		29	28 *		30 *	26	26 *		27 *
	AVG. AUD. BY ¼ HR. %	3.4	3.4	3.3	3.4	3.8	4.1	4.5	5.1	8.8	9.8	10.2	9.7	7.9	7.8	8.0	8.3
CBS TV	TOTAL AUDIENCE (Households (000))	7,630		9,550				9,970				8,210				5,950	
	TOTAL AUDIENCE (%)	9.1		11.4				11.9				9.8				7.1	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	6,290		8,130				7,460				6,450				5,360	
	AVERAGE AUDIENCE (%)	7.5		9.7				8.9	8.8*		8.9*	7.7	7.5*		7.8*	6.4	
	SHARE OF AUDIENCE %	28		36				30	30 *		29 *	24	23 *		25 *	21	
	AVG. AUD. BY ¼ HR. %	7.3	7.8	9.4	9.9			8.6	9.0	8.9	8.9	7.4	7.6	7.9	7.7	6.3	6.5
NBC TV	TOTAL AUDIENCE (Households (000))	7,290		5,950		4,020		3,600		7,880				5,950			
	TOTAL AUDIENCE (%)	8.7		7.1		4.8		4.3		9.4				7.1			
	Program	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000))	6,200		5,030		3,350		2,930		6,370				4,690			
	AVERAGE AUDIENCE (%)	7.4		6.0		4.0		3.5		7.6	7.3*		7.8*	5.6	5.7*		5.4*
	SHARE OF AUDIENCE %	28		22		14		12		23	22 *		24 *	18	18 *		18 *
	AVG. AUD. BY ¼ HR. %	7.3	7.6	5.8	6.1	3.8	4.2	3.5	3.6	7.1	7.6	7.8	7.8	5.8	5.6	5.7	5.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	27.4	28.4	29.0	29.7	30.4	31.2	31.4	32.1	32.6	33.2	32.6	31.9	31.6	32.2	31.5	31.9
WK. 2	26.8	27.3	27.3	28.0	28.9	29.6	29.9	30.9	32.2	32.8	32.5	32.2	30.4	30.3	29.9	30.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.–FRI. AUG. 13–17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.6-10, 1984

WEEK 1

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)															10,560 12.6	
	Program						(S)(OP)									ABC WRLD NEWS TONIGHT SP.	
	AVERAGE AUDIENCE (Households (000) & %)															8,880 10.6	
	SHARE OF AUDIENCE %															25	
	AVG. AUD. BY ¼ HR. %															10.6	10.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,550 10.2				3,770 4.5										9,220 11.0	
	Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	6,870 8.2	8.1*		8.3*	3,100 3.7										7,960 9.5	
	SHARE OF AUDIENCE %	26	26 *		26 *	11										20	
	AVG. AUD. BY ¼ HR. %	7.9	8.3	8.5	8.2	3.7	3.8									9.5	9.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,360 5.2														7,630 9.1	
	Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	3,100 3.7	3.9*		3.6*											6,370 7.6	
	SHARE OF AUDIENCE %	12	12 *		11 *											16	
	AVG. AUD. BY ¼ HR. %	4.0	3.7	3.6	3.5											7.4	7.9

WEEK 2

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,060 12.0				3,020 3.6										9,390 11.2	
	Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	8,300 9.9	9.8*		10.1*	2,510 3.0										8,040 9.6	
	SHARE OF AUDIENCE %	32	33 *		32 *	10										22	
	AVG. AUD. BY ¼ HR. %	9.6	10.0	10.2	10.0	3.1	2.9									9.6	9.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,040 9.6				3,520 4.2										10,480 12.5	
	Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	6,540 7.8	7.7*		7.9*	2,930 3.5										9,050 10.8	
	SHARE OF AUDIENCE %	25	26 *		25 *	12										24	
	AVG. AUD. BY ¼ HR. %	7.6	7.7	8.0	7.8	3.4	3.6									10.7	10.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,770 4.5														7,710 9.2	
	Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	2,510 3.0	3.0*		3.0*											6,700 8.0	
	SHARE OF AUDIENCE %	10	10 *		10 *											18	
	AVG. AUD. BY ¼ HR. %	3.2	2.8	2.9	3.1											7.9	8.0

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	31.1	31.6	32.0	32.7	32.8	34.2	35.4	36.8	38.1	39.9	40.8	42.4	44.5	46.0	46.2	47.2
	WK. 2	29.7	30.5	31.2	31.8	30.1	31.1	31.6	32.8	34.0	35.8	36.9	38.6	41.2	43.2	44.1	44.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.13-17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 11, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					1,760		3,270		4,360		3,270		3,770		3,940	
	TOTAL AUDIENCE (%)					2.1		3.9		5.2		3.9		4.5		4.7	
	PROGRAM					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000))					1,340		2,600		3,520		2,770		3,270		3,180	
	AVERAGE AUDIENCE (%)					1.6		3.1		4.2		3.3		3.9		3.8	
	SHARE OF AUDIENCE %					17		24		24		14		15		14	
	AVG. AUD. BY ¼ HR. %					1.3	2.0	2.9	3.4	3.8	4.7	3.2	3.4	3.8	3.9	3.7	3.9
CBS TV	TOTAL AUDIENCE (Households (000))	1,010				1,760		3,020				4,020		3,270		4,690	
	TOTAL AUDIENCE (%)	1.2				2.1		3.6				4.8		3.9		5.6	
	PROGRAM	← CAPTAIN KANGAROO-SAT →				CHARLIE BROWN&SNOOPY SHOW (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER 1	
	AVERAGE AUDIENCE (Households (000))	500				1,340		1,680				3,180		2,680		3,850	
	AVERAGE AUDIENCE (%)	.6	.5*		.7*	1.6		2.0	1.7*		2.4*	3.8		3.2		4.6	
	SHARE OF AUDIENCE %	11	11 *		11 *	17		13	13 *		14 *	17		13		17	
	AVG. AUD. BY ¼ HR. %	<<	.6	.7	.7	1.6	1.5	1.6	1.8	2.2	2.6	3.5	4.1	3.1	3.4	4.4	4.9
NBC TV	TOTAL AUDIENCE (Households (000))					1,930		3,020		4,440		5,700		6,540		6,700	
	TOTAL AUDIENCE (%)					2.3		3.6		5.3		6.8		7.8		8.0	
	PROGRAM					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000))					1,420		2,350		3,520		4,690		5,610		5,700	
	AVERAGE AUDIENCE (%)					1.7		2.8		4.2		5.6		6.7		6.8	
	SHARE OF AUDIENCE %					18		22		24		26		28		25	
	AVG. AUD. BY ¼ HR. %					1.4	2.0	2.6	3.1	4.0	4.3	5.3	5.9	6.5	6.8	6.9	6.8

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					1,840		3,020		3,180		3,440		4,110		3,940	
	TOTAL AUDIENCE (%)					2.2		3.6		3.8		4.1		4.9		4.7	
	PROGRAM					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000))					1,420		2,180		2,430		2,600		3,270		3,350	
	AVERAGE AUDIENCE (%)					1.7		2.6		2.9		3.1		3.9		4.0	
	SHARE OF AUDIENCE %					16		19		17		15		17		15	
	AVG. AUD. BY ¼ HR. %					1.5	1.8	2.5	2.8	2.7	3.1	2.9	3.2	3.8	4.0	3.9	4.1
CBS TV	TOTAL AUDIENCE (Households (000))	920				2,010		3,770				4,110		3,690		5,450	
	TOTAL AUDIENCE (%)	1.1				2.4		4.5				4.9		4.4		6.5	
	PROGRAM	← CAPTAIN KANGAROO-SAT →				CHARLIE BROWN&SNOOPY SHOW (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER 1	
	AVERAGE AUDIENCE (Households (000))	420				1,340		2,430				3,270		2,930		4,360	
	AVERAGE AUDIENCE (%)	.5	.6*		<<	1.6		2.9	2.6*		3.3*	3.9		3.5		5.2	
	SHARE OF AUDIENCE %	8	12 *			15		19	19 *		19 *	19		15		20	
	AVG. AUD. BY ¼ HR. %	.6	.5	<<	<<	1.4	1.9	2.4	2.8	3.3	3.2	3.8	4.0	3.1	3.9	4.9	5.6
NBC TV	TOTAL AUDIENCE (Households (000))					2,350		3,180		4,190		5,610		7,540		7,540	
	TOTAL AUDIENCE (%)					2.8		3.8		5.0		6.7		9.0		9.0	
	PROGRAM					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000))					1,840		2,430		3,440		4,690		6,450		6,290	
	AVERAGE AUDIENCE (%)					2.2		2.9		4.1		5.6		7.7		7.5	
	SHARE OF AUDIENCE %					21		21		24		27		33		29	
	AVG. AUD. BY ¼ HR. %					2.0	2.4	2.6	3.2	3.7	4.5	5.3	5.8	7.4	8.0	7.6	7.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	5.2	6.4	6.7	7.9	9.9	12.0	13.8	15.7	18.0	20.4	22.8	24.5	24.7	26.1	27.0	27.6
WK. 2	5.4	6.5	7.1	8.7	10.5	12.5	14.5	16.1	17.5	19.2	20.8	22.2	23.2	25.0	26.0	26.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SAT. AUG. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.11, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,190 5.0		36,700 43.8													
Program	PUPPY-FURTHER ADVENTURES		← SUMMR OLYMS-SAT-11:30AM-3 (11:30-6:30PM)													
AVERAGE AUDIENCE (Households (000) & %)	3,350 4.0		13,160 15.7	7.3*		9.9*		13.0*		14.9*		15.9*		16.7*		17.0*
SHARE OF AUDIENCE %	14		46	25 *		33 *		40 *		46 *		48 *		51 *		51 *
AVG. AUD. BY ¼ HR. %	4.0	4.0	7.1	7.5	9.3	10.5	12.4	13.6	14.7	15.0	15.8	16.1	16.8	16.6	17.3	16.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,110 6.1		5,110 6.1		4,270 5.1		3,020 3.6		3,270 3.9		2,260 2.7				2,430 2.9	
Program	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI,ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.				CBS SPORTS SPC. SAT (2:30-3:33PM)	
AVERAGE AUDIENCE (Households (000) & %)	4,020 4.8		3,940 4.7		3,350 4.0		2,430 2.9		2,510 3.0		1,930 2.3				1,420 1.7	1.6*
SHARE OF AUDIENCE %	16		15		13		9		9		7				5	5 *
AVG. AUD. BY ¼ HR. %	5.0	4.7	4.6	4.8	3.9	4.0	3.2	2.6	2.8	3.1	2.3	2.4			1.6	1.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	6,370 7.6		5,280 6.3		4,940 5.9		4,530 5.4						2,850 3.4	8,210 9.8		
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR						(1) (→OP)	NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS MONTREAL BALTIMORE VS TORONTO MULTI-SEGMENT TELECAST(OP)		
AVERAGE AUDIENCE (Households (000) & %)	5,530 6.6		4,440 5.3		4,190 5.0		3,770 4.5						2,430 2.9	3,690 4.4		4.1*
SHARE OF AUDIENCE %	23		17		16		14						9	13		12 *
AVG. AUD. BY ¼ HR. %	6.5	6.7	5.0	5.7	5.3	4.8	4.4	4.6					2.8	3.7	4.1	4.2

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,940 5.9		4,860 5.8		3,690 4.4		4,190 5.0									
Program	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,110 4.9		3,850 4.6		3,180 3.8		2,430 2.9	3.1*		2.7*						
SHARE OF AUDIENCE %	18		17		15		11	12 *		11 *						
AVG. AUD. BY ¼ HR. %	4.8	5.0	4.9	4.4	3.8	3.7	3.1	3.0	2.7	2.7						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,870 7.0		5,530 6.6		4,190 5.0		3,770 4.5		3,100 3.7		2,680 3.2					
Program	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI,ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.					
AVERAGE AUDIENCE (Households (000) & %)	4,940 5.9		4,690 5.6		3,180 3.8		3,180 3.8		2,770 3.3		2,180 2.6					
SHARE OF AUDIENCE %	22		21		15		15		13		10					
AVG. AUD. BY ¼ HR. %	5.8	5.9	5.7	5.4	4.1	3.5	3.7	3.8	3.2	3.3	2.6	2.5				
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,950 7.1		4,610 5.5		4,110 4.9		3,350 4.0						4,110 4.9	11,900 14.2		
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR						(1) (→OP)	NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS BALTIMORE ATLANTA VS ST. LOUIS MULTI-SEGMENT TELECAST(OP)		
AVERAGE AUDIENCE (Households (000) & %)	4,780 5.7		3,770 4.5		3,270 3.9		2,600 3.1						3,850 4.6	5,110 6.1		5.6*
SHARE OF AUDIENCE %	21		18		16		12						18	21		21 *
AVG. AUD. BY ¼ HR. %	6.1	5.4	4.4	4.6	3.8	4.1	3.2	3.1					4.6	5.0	5.5	5.7
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	29.0	29.2	30.3	31.5	31.0	31.5	32.1	32.6	32.5	32.4	32.5	32.4	32.1	32.6	33.3	33.4
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	27.3	26.9	26.7	25.9	25.5	25.3	26.0	25.7	25.5	25.9	26.2	26.3	26.2	26.2	26.9	27.0

U.S. TV Households: 83,800,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:18PM)

For explanation of symbols, See page A.

DAY SAT. AUG.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.11, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV program	SUMMR OLYMS-SAT-11:30AM-3 (11:30-6:30PM) →															
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)		16.6*		16.8*		17.1*		17.3*		18.9*		19.7*		18.7*		
SHARE OF AUDIENCE %		49 *		50 *		49 *		47 *		51 *		53 *		47 *		
AVG. AUD. BY ¼ HR. %	16.5	16.7	16.9	16.7	17.0	17.3	17.2	17.3	18.8	19.0	19.6	19.8	19.0	18.4		
CBS TV program	CBS SPORTS SPC. SAT (2:30-3:33PM) (+OP)		US CLAY COURT TENNIS-SAT (3:33-5:59PM) (OP) →												CBS SAT. NEWS-SCHIEFFER	
TOTAL AUDIENCE (Households (000) & %)			2,770 3.3												5,610 6.7	
AVERAGE AUDIENCE (Households (000) & %)		1.7*	1,010 1.2	1.0*		1.2*		1.2*		1.3*		1.2*			4,530 5.4	
SHARE OF AUDIENCE %		5 *	3	3 *		3 *		3 *		3 *		3 *			13	
AVG. AUD. BY ¼ HR. %	1.7	1.7	1.0	1.1	1.2	1.2	1.2	1.2	1.3	1.3	1.1	1.2			5.4	5.5
NBC TV program	NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS MONTREAL BALTIMORE VS TORONTO MULTI-SEGMENT TELECAST →														NBC NIGHTLY NEWS-SAT.	
TOTAL AUDIENCE (Households (000) & %)															4,190 5.0	
AVERAGE AUDIENCE (Households (000) & %)		4.0*		4.2*		4.7*		5.2*							3,440 4.1	
SHARE OF AUDIENCE %		12 *		12 *		13 *		14 *							10	
AVG. AUD. BY ¼ HR. %	4.1	3.9	4.2	4.2	4.7	4.7	5.0	5.4	4.7						4.2	3.9

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV program	ABC WIDE WORLD-SPORTS-SP.						PGA CHAMPIONSHIP-SAT (4:30-7:06PM)									
TOTAL AUDIENCE (Households (000) & %)	6,120 7.3						9,550 11.4									
AVERAGE AUDIENCE (Households (000) & %)	2,600 3.1	3.2*		3.1*		3.0*	3,770 4.5	3.7*		4.3*		4.7*		5.0*		4.8*
SHARE OF AUDIENCE %	10	11 *		10 *		10 *	14	12 *		14 *		15 *		14 *		13 *
AVG. AUD. BY ¼ HR. %	3.3	3.0	3.0	3.1	2.9	3.2	3.5	3.8	4.0	4.5	4.4	5.0	5.2	4.8	4.7	4.8
CBS TV program									TRAVERS STAKES (5:00-5:59PM)						CBS SAT. NEWS-SCHIEFFER	
TOTAL AUDIENCE (Households (000) & %)									5,030 6.0						6,870 8.2	
AVERAGE AUDIENCE (Households (000) & %)									2,850 3.4	2.8*		4.0*			5,610 6.7	
SHARE OF AUDIENCE %									11	9 *		13 *			18	
AVG. AUD. BY ¼ HR. %									2.7	2.9	3.8	4.2			6.3	7.1
NBC TV program	NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS BALTIMORE ATLANTA VS ST. LOUIS MULTI-SEGMENT TELECAST(+OP)									CHAMP.WOMEN'S GOLF-SAT. (5:18-6:00PM) (OP)					NBC NIGHTLY NEWS-SAT.	
TOTAL AUDIENCE (Households (000) & %)										3,520 4.2					6,700 8.0	
AVERAGE AUDIENCE (Households (000) & %)		6.4*		6.5*		6.6*		6.1*		2,430 2.9		2.9*			5,360 6.4	
SHARE OF AUDIENCE %		23 *		23 *		23 *		20 *		9		9 *			17	
AVG. AUD. BY ¼ HR. %	6.3	6.4	6.4	6.6	6.6	6.6	6.2	6.1	6.1	2.7	2.9	2.9			6.7	6.2

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	33.9	33.9	33.7	33.7	34.5	36.1	37.3	38.0	38.7	38.6	38.4	39.1	40.7	41.5	42.1	42.8
WK. 2	27.5	28.3	28.6	29.1	28.6	30.2	30.4	30.7	31.2	31.3	32.5	33.6	36.3	37.3	38.4	38.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SAT. AUG.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 12, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
ABC TV AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									5,200 6.2							
CBS TV program					← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →							
CBS TV AVERAGE AUDIENCE (Households (000) & %)									2,600 3.1	2.5*		3.2*		3.7*		
SHARE OF AUDIENCE %									16	16 *		17 *		17 *		
AVG. AUD. BY ¼ HR. %									2.1	3.0	3.0	3.3	3.6	3.7		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
NBC TV AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
ABC TV AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									5,280 6.3							
CBS TV program					← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →							
CBS TV AVERAGE AUDIENCE (Households (000) & %)									2,510 3.0	2.5*		3.4*		3.3*		
SHARE OF AUDIENCE %									16	16 *		18 *		15 *		
AVG. AUD. BY ¼ HR. %									2.0	3.0	3.3	3.5	3.2	3.3		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
NBC TV AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	5.0	5.8	6.6	7.8	9.3	10.8	12.2	14.1	15.8	17.9	19.1	21.0	23.2	23.8	24.5	26.1
WK. 2	4.4	4.9	5.8	6.9	8.4	10.5	12.3	14.7	16.6	18.3	19.2	20.4	21.8	23.4	23.9	24.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SUN. AUG. 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 12, 1984

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			6,370 7.6						34,360 41.0							
	Program			← THIS WK-DAVID BRINKLEY SP →						← SUMMR OLYMS-SUN- 1:00PM-3 (1:00-6:00PM) →							
	AVERAGE AUDIENCE (Households (000) & %)			3,770 4.5	3.8*		5.2*			15,500 18.5	11.1*		14.0*		16.2*		18.1*
	SHARE OF AUDIENCE %			16	14 *		18 *			48	35 *		41 *		44 *		47 *
	AVG. AUD. BY ¼ HR. %			3.7	4.0	4.9	5.4			10.1	12.1	13.4	14.5	15.9	16.5	17.6	18.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)			2,600 3.1													
	Program	FOR OUR TIMES (SUS)		FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)			2,100 2.5													
	SHARE OF AUDIENCE %			9													
	AVG. AUD. BY ¼ HR. %			2.7	2.4												
NBC TV	TOTAL AUDIENCE (Households (000) & %)							3,180 3.8									
	Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →							
	AVERAGE AUDIENCE (Households (000) & %)							2,600 3.1									
	SHARE OF AUDIENCE %							11									
	AVG. AUD. BY ¼ HR. %							3.0	3.1								

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,530 6.6													
	Program			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.2	3.9*		4.6*										
	SHARE OF AUDIENCE %			15	14 *		17 *										
	AVG. AUD. BY ¼ HR. %			3.6	4.2	4.7	4.4										
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,440 4.1													
	Program	FOR OUR TIMES (SUS)		FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1													
	SHARE OF AUDIENCE %			12													
	AVG. AUD. BY ¼ HR. %			3.0	3.2												
NBC TV	TOTAL AUDIENCE (Households (000) & %)							2,600 3.1									
	Program							MEET THE PRESS									
	AVERAGE AUDIENCE (Households (000) & %)							2,100 2.5									
	SHARE OF AUDIENCE %							9									
	AVG. AUD. BY ¼ HR. %							2.4	2.5								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	28.1	28.6	29.4	30.4	30.6	30.9	30.8	31.2	31.9	33.5	34.3	35.6	35.9	36.7	37.3	37.9
	WK. 2	25.0	26.2	27.3	27.8	27.4	27.8	28.9	29.4	29.8	31.2	31.4	31.3	31.0	31.9	31.8	32.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. AUG. 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 12, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — Program	SUMMR OLYMS-SUN- 1:00PM-3 (1:00-6:00PM)														ABC WRLD NEWS TONIGHT SUN	
TOTAL AUDIENCE (Households (000))															15,250	
TOTAL AUDIENCE (%)															18.2	
AVERAGE AUDIENCE (Households (000))															13,070	
AVERAGE AUDIENCE (%)		20.0*		21.3*		22.3*		20.1*		20.9*		21.5*			15.6	
SHARE OF AUDIENCE %		52 *		55 *		55 *		49 *		51 *		50 *			35	
AVG. AUD. BY ¼ HR. %	19.8	20.2	20.8	21.8	22.8	21.8	20.0	20.2	20.6	21.3	21.6	21.4			15.9	15.4
CBS TV — Program			US CLAY COURT TENNIS-SUN										CBS EVENING NEWS-DEAN			
TOTAL AUDIENCE (Households (000))			3,600										4,940			
TOTAL AUDIENCE (%)			4.3										5.9			
AVERAGE AUDIENCE (Households (000))			1,170										4,270			
AVERAGE AUDIENCE (%)			1.4	1.7*		1.4*		1.2*		1.2*		1.4*	5.1			
SHARE OF AUDIENCE %			3	4 *		3 *		3 *		3 *		3 *	11			
AVG. AUD. BY ¼ HR. %			1.9	1.5	1.5	1.2	1.3	1.2	1.1	1.3	1.4	1.4	5.0	5.3		
NBC TV — Program															NBC NIGHTLY NEWS-SUN	
TOTAL AUDIENCE (Households (000))															4,860	
TOTAL AUDIENCE (%)															5.8	
AVERAGE AUDIENCE (Households (000))															4,190	
AVERAGE AUDIENCE (%)															5.0	
SHARE OF AUDIENCE %															10	
AVG. AUD. BY ¼ HR. %															4.7	5.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — Program	NAT'L LONG DRIVING CHAMP		PGA CHAMPIONSHIP-SUN (3:30-8:00PM)													
TOTAL AUDIENCE (Households (000))	4,530		15,000													
TOTAL AUDIENCE (%)	5.4		17.9													
AVERAGE AUDIENCE (Households (000))	3,600		5,030													
AVERAGE AUDIENCE (%)	4.3		6.0	4.7*		4.1*		4.3*		5.3*		6.1*		6.4*		6.6*
SHARE OF AUDIENCE %	13		15	14 *		12 *		12 *		15 *		16 *		16 *		16 *
AVG. AUD. BY ¼ HR. %	4.3	4.3	5.0	4.4	4.2	3.9	4.0	4.7	5.3	5.4	5.8	6.3	6.5	6.4	6.4	6.7
CBS TV — Program					CBS SPORTS SUN SPEC ED.								CBS EVENING NEWS-DEAN			
TOTAL AUDIENCE (Households (000))					9,550								8,970			
TOTAL AUDIENCE (%)					11.4								10.7			
AVERAGE AUDIENCE (Households (000))					3,600								7,290			
AVERAGE AUDIENCE (%)					4.3	4.0*		4.0*		4.3*		4.9*	8.7			
SHARE OF AUDIENCE %					12	12 *		11 *		12 *		13 *	21			
AVG. AUD. BY ¼ HR. %					4.4	3.7	3.9	4.1	4.5	4.0	4.4	5.4	8.3	9.1		
NBC TV — Program	CHAMP.WOMEN'S GOLF-SUN.				NFL PRE-SEASON FTBL-NBC MIAMI VS LOS ANGELES (4:00-7:28PM)											
TOTAL AUDIENCE (Households (000))	4,020				15,590											
TOTAL AUDIENCE (%)	4.8				18.6											
AVERAGE AUDIENCE (Households (000))	2,350				6,540											
AVERAGE AUDIENCE (%)	2.8	2.7*		2.9*	7.8	6.1*		7.1*		8.2*		8.3*		8.1*		8.8*
SHARE OF AUDIENCE %	8	8 *		8 *	20	18 *		20 *		23 *		22 *		20 *		21 *
AVG. AUD. BY ¼ HR. %	2.8	2.6	2.6	3.2	5.4	6.7	7.0	7.3	8.0	8.5	8.5	8.2	7.9	8.4	8.9	8.7

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	38.9	39.0	39.3	39.8	40.8	41.5	41.1	41.6	42.0	43.7	44.7	44.7	46.1	46.4	47.4	48.2
WK. 2	32.3	33.7	34.8	34.9	34.9	35.6	36.2	36.3	37.3	37.9	38.8	39.9	41.2	42.2	42.8	43.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. AUG. 19, 1984

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
ABC SUMMR OLYMS-MON- 7:00PM-3(S)	1	7.00-12.04AM	→GRID	42,740	51.0	20,200	24.1	44									
			11.00						25.0								
			11.15				23.7*	44*	22.4								
			11.30						21.5								
			11.45				20.7*	46*	20.0								
			12.00						20.4								
ABC ABC BUSINESS BRIEF-MON SP(S)	1	9.13- 9.14PM	9.00	23,880	28.5	23,880	28.5	48	28.5								
EVENING TUESDAY																	
ABC SUMMR OLYMS-TUE- 7:00PM-3(S)	1	7.00-11.01PM	→GRID	40,730	48.6	18,020	21.5	39									
	1	11.06-12.02AM															
			11.00						23.5								
			11.15				22.9*	43*	22.6								
			11.30						22.2								
			11.45				21.8*	46*	21.5								
			12.00						21.0								
EVENING WEDNESDAY																	
ABC SUMMR OLYMS-WED- 7:00PM-3(S)	1	7.00-11.52PM	→GRID	43,320	51.7	18,860	22.5	42									
			11.00						25.9								
			11.15				24.6*	46*	23.2								
			11.30						21.9								
			11.45				21.6*	47*	21.0								
ABC ABC BUSINESS BRIEF-WED	2	8.57- 8.59PM	8.45								10,810	12.9	9,970	11.9	24	11.9	
ABC ABC BUSINESS BRIEF-WED SP(S)	1	9.01- 9.02PM	9.00	20,360	24.3	20,360	24.3	43	24.3								
EVENING THURSDAY																	
ABC SUMMR OLYMS-THU- 7:00PM-3(S)	1	7.00-11.21PM	→GRID	41,480	49.5	18,440	22.0	43									
	1	11.26-12.07AM															
			11.00						23.5								
			11.15				22.7*	43*	21.5								
			11.30						19.7								
			11.45				19.2*	43*	18.6								
			12.00				18.0*	46*	18.0								
ABC NFL PRE SEASON FOOTBALL(S)	2	9.00-12.21AM	→GRID								22,040	26.3	9,220	11.0	22		
			11.00													12.0	
			11.15											11.7*	24*	11.4	
			11.30													11.8	
			11.45											11.3*	27*	10.8	
			12.00													8.7	
			12.15											8.3*	22*	7.4	
EVENING FRIDAY																	
ABC SUMMR OLYMS-FRI- 7:00PM-3(S)	1	7.00-11.17PM	→GRID	39,050	46.6	17,100	20.4	41									
	1	11.22-12.01AM															
			11.00						23.3								
			11.15				22.4*	43*	20.9								
			11.30						20.1								
			11.45				19.0*	42*	17.9								

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING FRIDAY-CONT'D																	
ABC SUMMR OLYMS-FRI- 7:00PM-3(S)-CONT'D																	
			12.00						16.7								
ABC ABC BUSINESS BRIEF-FRI	2	8.42- 8.43PM	8.30								12,650	15.1	12,650	15.1	32	15.1	
ABC ABC BUSINESS BRIEF-FRI SP(S)	1	9.10- 9.11PM	9.00	18,520	22.1	18,520	22.1	43	22.1								
NBC NFL PRE SEASON FTBL-NBC(S)	2	8.00-11.24PM	→GRID								16,260	19.4	5,700	6.8	14		
			11.00													8.6	
			11.15											8.7*	18*	8.8	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.57- 8.59PM	8.45								9,300	11.1	8,800	10.5	22	10.5	
ABC ABC NEWSBRIEF-SAT SP.(S)	1	9.09- 9.10PM	9.00	17,850	21.3	17,850	21.3	42	21.3								
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								12,070	14.4	12,070	14.4	30	14.4	
ABC ABC NEWSBRIEF-SAT-SPEC(S)	1	10.09-10.11PM	10.00	20,200	24.1	19,690	23.5	45	23.5								
ABC ABC WKEND REPORT-SAT.(S)	1	12.17-12.32AM	→GRID	2,510	3.0	2,510	3.0	14									
			12.30						2.6								
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	5,110	6.1	4,690	5.6	11	5.6								
	2	8.58- 8.59PM	8.45								4,860	5.8	4,860	5.8	13	5.8	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	6,540	7.8	6,540	7.8	15	7.8		7,370	8.8	7,370	8.8	19	8.8	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								5,700	6.8	5,700	6.8	14	6.8	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN SP.(S)	1	8.35- 8.36PM	8.30	21,540	25.7	21,540	25.7	46	25.7								
ABC ABC SPORTS UPDATE-SUN	2	8.30- 8.31PM	8.30								8,630	10.3	8,630	10.3	21	10.3	
ABC ABC NEWSBRIEF-SUN.	2	9.54- 9.56PM	9.45								10,980	13.1	10,810	12.9	23	12.9	
ABC ABC NEWSBRIEF-SUN-SPEC(S)	1	9.46- 9.48PM	9.45	27,490	32.8	27,150	32.4	52	32.4								
CBS NEWSBREAK-SUN.		8.28- 8.29PM	8.15	5,950	7.1	5,950	7.1	13	7.1		9,050	10.8	9,050	10.8	22	10.8	
NBC NFL PRE-SEASON FTBL-NBC(S)	2	4.00- 7.28PM	→GRID								15,590	18.6	6,540	7.8	20		
			7.15											7.7*	17*	7.5	
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	5,360	6.4	5,360	6.4	11	6.4								
	2	9.00- 9.01PM	9.00								6,960	8.3	6,960	8.3	16	8.3	
NBC NBC NEWS DIGEST-2-SUN.	1	9.51- 9.52PM	9.45	6,700	8.0	6,700	8.0	12	8.0								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.45								11,730	14.0	12,230	14.6	26	8.2	M-F
			9.45													15.1	MTUWF
ABC ABC NEWSBRIEF-M-F-SPECIAL(S)	1	>	9.45	22,120	26.4	22,120	26.4	44	28.2	M-F							
			10.00						28.2	MTUTHF							
			10.15						23.6	MTUTHF							
ABC ABC NEWS:NIGHTLINE	2	>	11.30								6,370	7.6	4,940	5.9	16	6.6	M-W
			11.45													5.3	M-W
			12.00													3.4	TUE.
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30								5,110	6.1	3,770	4.5	12	5.3	FRI.
			11.45													3.7	FRI.
ABC ABC NEWS:NIGHTLINE-FRI(B) CONT'D	2	12.00-12.30AM	12.00								3,350	4.0	2,600	3.1	10	3.4	FRI.

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-FRI(B)-CONT'D			12.15													2.9	FRI.
ABC EYE ON HOLLYWOOD	2	>	12.00								1,930	2.3	1,590	1.9	7	2.1	M-W
			12.15													1.8	M-W
			12.30													1.9	MON.
ABC SUMMR OLYMS-FRI-12:36AM-3(S)	1	12.36- 1.58AM	12.30	13,580	16.2	8,550	10.2	36	12.3	FRI.							
			12.45				12.1*	36*	11.9	FRI.							
			1.00						11.2	FRI.							
			1.15				10.3*	37*	9.5	FRI.							
			1.30						8.7	FRI.							
			1.45				8.6*	37*	8.4	FRI.							
ABC SUMMR OLYMS-MON-12:43AM-3(S)	1	12.43- 2.02AM	12.30	14,410	17.2	8,720	10.4	43	13.0	MON.							
			12.45				13.1*	43*	13.1	MON.							
			1.00						11.4	MON.							
			1.15				10.8*	43*	10.3	MON.							
			1.30						9.3	MON.							
			1.45				8.7*	44*	8.0	MON.							
			2.00						6.3	MON.							
ABC SUMMR OLYMS-THU-12:38AM-3(S)	1	12.38- 1.59AM	12.30	13,580	16.2	8,210	9.8	39	12.1	THU.							
			12.45				11.5*	38*	11.2	THU.							
			1.00						10.1	THU.							
			1.15				9.8*	39*	9.5	THU.							
			1.30						8.8	THU.							
			1.45				8.4*	39*	8.0	THU.							
ABC SUMMR OLYMS-WED-12:32AM-3(S)	1	12.32- 1.58AM	12.30	13,990	16.7	7,630	9.1	36	12.1	WED.							
			12.45				11.6*	37*	11.2	WED.							
			1.00						9.6	WED.							
			1.15				8.8*	35*	8.0	WED.							
			1.30						7.2	WED.							
			1.45				6.8*	34*	6.4	WED.							
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.50- 1.20AM	12.45								3,100	3.7	2,430	2.9	14	3.2	THU.
			1.00													2.9	THU.
			1.15													2.4	THU.
ABC SUMMR OLYMS-TUE-12:47AM-3(S)	1	12.47- 2.27AM	12.45	15,170	18.1	7,630	9.1	40	14.2	TUE.							
			1.00						12.0	TUE.							
			1.15				11.2*	42*	10.4	TUE.							
			1.30						8.7	TUE.							
			1.45				7.8*	37*	7.0	TUE.							
			2.00						6.1	TUE.							
			2.15				5.8*	36*	5.5	TUE.							
CBS NEWSBREAK-M-F		>	8.45	7,120	8.5	7,290	8.7	15	8.5	M-F	6,620	7.9	6,620	7.9	15	7.9	M-F
CBS LATE MOVIE I		>	11.30	5,610	6.7	3,850	4.6	13	4.7	M-F	7,120	8.5	4,690	5.6	18	5.9	M-F
			11.45				4.7*	12*	4.7	M-F				5.8*	16*	5.8	M-F
			12.00						4.6	M-F						5.4	M-F
			12.15				4.5*	14*	4.5	M-F				5.4*	18*	5.3	M-F
			12.30				4.3*	16*	4.5	M-F				5.2*	22*	5.3	M-F
		VARIOUS TIMES	(SUS)														

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE II		>	12.30	3,850	4.6	2,930	3.5	16	3.5	M-F	4,270	5.1	3,270	3.9	20	4.2	M-F
			12.45				3.4*	14*	3.4	M-F				4.0*	18*	3.9	M-F
			1.00						3.5	M-F						3.9	M-F
			1.15				3.5*	17*	3.4	M-F				3.8*	22*	3.6	M-F
			1.30						3.8	TU & F							
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,340	1.6	1,090	1.3	13	1.4	M-THSU	1,340	1.6	1,170	1.4	15	1.6	M-THSU
			2.15						1.3	M-THSU						1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	1,930	2.3	750	.9	18		M-THSU	2,180	2.6	920	1.1	22		M-THSU
			2.30						1.3	M-THSU						1.6	M-THSU
			2.45				1.2*	15*	1.1	M-THSU				1.6*	22*	1.5	M-THSU
			3.00						1.2	M-THSU						1.5	M-THSU
			3.15				1.2*	20*	1.1	M-THSU				1.4*	23*	1.3	M-THSU
			3.30						1.0	M-THSU						1.2	M-THSU
			3.45				1.0*	21*	.9	M-THSU				1.2*	24*	1.1	M-THSU
			4.00						.9	M-THSU						1.1	M-THSU
			4.15				.9*	22*	.9	M-THSU				1.1*	25*	1.0	M-THSU
			4.30						.8	M-THSU						1.0	M-THSU
			4.45				.8*	21*	.8	M-THSU				1.0*	25*	1.0	M-THSU
			5.30						.9	M-THSU						.9	M-THSU
			5.45				.8*	21*	.9	M-THSU				.9*	23*	.9	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	7,040	8.4	7,040	8.4	15	8.5	M-F	7,790	9.3	7,790	9.3	17	9.3	M-TH
			9.00						8.1	MON.							
NBC NBC NEWS DIGEST-2-M-F		9.58- 9.59PM	9.45	6,700	8.0	6,700	8.0	13	8.0	MWF	9,390	11.2	9,390	11.2	19	11.2	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	7,710	9.2	4,530	5.4	15	5.9	M-F	9,050	10.8	5,780	6.9	21	8.0	M-F
			11.45				5.7*	14*	5.6	M-F				7.7*	21*	7.2	M-F
			12.00						5.2	M-F						6.9	M-F
			12.15				5.0*	15*	4.7	M-F				6.2*	21*	5.5	M-F
			12.30													6.9	FRI.
			12.45											6.7*	25*	6.5	FRI.
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	2,930	3.5	2,260	2.7	11	2.9	M-TH	3,270	3.9	2,770	3.3	15	3.4	M-TH
			12.45						2.6	M-TH						3.1	M-TH
NBC FRIDAY NIGHT VIDEOS	1	12.30- 2.00AM	12.30	4,690	5.6	2,600	3.1	14	4.1	FRI.							
	2	12.55- 2.25AM	12.45				4.0*	14*	3.9	FRI.	5,450	6.5	2,680	3.2	18	4.6	FRI.
			1.00						3.4	FRI.						4.3	FRI.
			1.15				3.1*	14*	2.7	FRI.				3.9*	17*	3.5	FRI.
			1.30						2.3	FRI.						2.9	FRI.
			1.45				2.2*	13*	2.1	FRI.				2.8*	17*	2.8	FRI.
			2.00													2.4	FRI.
			2.15											2.4*	18*	2.3	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,100	2.5	1,680	2.0	11	2.2	M-TH	2,510	3.0	2,100	2.5	15	2.7	M-TH
			1.15						1.8	M-TH						2.3	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A	2	6.15- 6.30AM	6.15								750	.9	670	.8	13	.8	M-F
ABC ABC WRLD NEWS-SPC-6:15A-2(S)	1	6.15- 6.30AM	6.15	750	.9	670	.8	14	.8	M-F							
ABC ABC WORLD NEWS-MORN-645A	2	6.45- 7.00AM	6.45								1,340	1.6	1,260	1.5	16	1.5	M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC ABC WRLD NEWS-SPC-6:45A-2(S)	1	6.45- 7.00AM	6.45	1,420	1.7	1,260	1.5	18	1.5	M-F							
ABC SUMMR OLYMS-FRI-11:00AM-3(S)	1	11.00- 1.00PM	11.00	14,500	17.3	6,290	7.5	27	5.7	FRI.							
			11.15				6.0*	22*	6.3	FRI.							
			11.30						6.3	FRI.							
			11.45				6.5*	24*	6.6	FRI.							
			12.00						7.8	FRI.							
			12.15				8.0*	28*	8.2	FRI.							
			12.30						9.3	FRI.							
			12.45				9.5*	32*	9.7	FRI.							
ABC SUMMR OLYMS-MON-11:00AM-3(S)	1	11.00- 1.00PM	11.00	12,820	15.3	5,700	6.8	24	5.3	MON.							
			11.15				5.6*	22*	5.8	MON.							
			11.30						6.2	MON.							
			11.45				6.3*	23*	6.4	MON.							
			12.00						6.8	MON.							
			12.15				7.0*	24*	7.2	MON.							
			12.30						8.0	MON.							
			12.45				8.2*	27*	8.4	MON.							
ABC SUMMR OLYMS-THU-11:00AM-3(S)	1	11.00- 1.00PM	11.00	12,740	15.2	5,110	6.1	21	4.8	THU.							
			11.15				4.6*	17*	4.4	THU.							
			11.30						4.7	THU.							
			11.45				4.8*	17*	5.0	THU.							
			12.00						6.9	THU.							
			12.15				7.1*	24*	7.2	THU.							
			12.30						7.5	THU.							
			12.45				7.9*	26*	8.4	THU.							
ABC SUMMR OLYMS-TUE-11:00AM-3(S)	1	11.00- 1.01PM	11.00	15,250	18.2	6,370	7.6	26	6.0	TUE.							
			11.15				6.3*	24*	6.6	TUE.							
			11.30						7.0	TUE.							
			11.45				7.1*	24*	7.1	TUE.							
			12.00						7.8	TUE.							
			12.15				8.0*	26*	8.2	TUE.							
			12.30						8.5	TUE.							
			12.45				8.8*	28*	9.1	TUE.							
			1.00						10.5	TUE.							
ABC SUMMR OLYMS-WED-11:00AM-3(S)	1	11.00- 1.00PM	11.00	14,330	17.1	5,950	7.1	24	5.0	WED.							
			11.15				5.4*	20*	5.8	WED.							
			11.30						6.2	WED.							
			11.45				6.2*	22*	6.3	WED.							
			12.00						7.3	WED.							
			12.15				7.5*	25*	7.7	WED.							
			12.30						8.9	WED.							
			12.45				9.3*	29*	9.7	WED.							
ABC ALL MY CHILDREN SPEC.(S)	1	1.00- 1.40PM	→GRID	10,140	12.1	7,960	9.5	30		MWTHF							
			1.30				10.0*	31*	10.0	MWTHF							
ABC ALL MY CHILDREN-SPEC.(S)	1	1.01- 1.40PM	1.00	10,310	12.3	8,210	9.8	30	9.7	TUE.							
			1.15				9.8*	29*	9.8	TUE.							
			1.30				10.1*	31*	10.1	TUE.							
ABC ONE LIFE TO LIVE SPEC.(S) CONT'D	1	1.40- 2.20PM	→GRID	8,970	10.7	7,370	8.8	28		M-F							

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC ONE LIFE TO LIVE SPEC.(S)-CONT'D																	
			2.15				8.9*	28*	8.9	M-F							
ABC ABC DAYTIME NEWSBRIEF-M-F	2	>	2.45								7,460	8.9	7,210	8.6	29	8.6	M-F
ABC ABC DAYTIME NEWSBRIEF-SP(S)	1	2.57- 2.58PM	2.45	7,960	9.5	7,960	9.5	30	9.5	TU-F							
ABC ABC DAYTIME NEWSBRIEF-SPC(S)	1	2.57- 2.59PM	2.45	8,460	10.1	7,960	9.5	30	9.5	MON.							
ABC SUMMR OLYMS-FRI- 3:00PM-3(S)	1	3.00- 5.30PM	3.00	19,110	22.8	8,550	10.2	31	9.0	FRI.							
			3.15				9.0*	29*	9.0	FRI.							
			3.30						9.7	FRI.							
			3.45				9.8*	30*	9.9	FRI.							
			4.00						10.7	FRI.							
			4.15				10.8*	33*	10.8	FRI.							
			4.30						10.9	FRI.							
			4.45				10.7*	32*	10.6	FRI.							
			5.00						10.8	FRI.							
			5.15				10.8*	31*	10.8	FRI.							
ABC SUMMR OLYMS-MON- 3:00PM-3(S)	1	3.00- 5.30PM	3.00	21,790	26.0	9,800	11.7	34	9.8	MON.							
			3.15				10.2*	31*	10.7	MON.							
			3.30						10.9	MON.							
			3.45				10.9*	32*	10.9	MON.							
			4.00						12.1	MON.							
			4.15				12.5*	37*	12.9	MON.							
			4.30						12.5	MON.							
			4.45				12.3*	34*	12.2	MON.							
			5.00						12.6	MON.							
			5.15				12.6*	34*	12.5	MON.							
ABC SUMMR OLYMS-THU- 3:00PM-3(S)	1	3.00- 5.30PM	3.00	19,190	22.9	8,300	9.9	30	9.1	THU.							
			3.15				9.3*	29*	9.4	THU.							
			3.30						8.6	THU.							
			3.45				8.8*	28*	9.0	THU.							
			4.00						9.3	THU.							
			4.15				9.3*	29*	9.4	THU.							
			4.30						10.2	THU.							
			4.45				10.7*	32*	11.2	THU.							
			5.00						11.8	THU.							
			5.15				11.7*	33*	11.5	THU.							
ABC SUMMR OLYMS-TUE- 3:00PM-3(S)	1	3.00- 5.30PM	3.00	19,270	23.0	8,130	9.7	29	8.2	TUE.							
			3.15				8.6*	28*	8.9	TUE.							
			3.30						8.9	TUE.							
			3.45				8.7*	27*	8.5	TUE.							
			4.00						9.3	TUE.							
			4.15				9.4*	30*	9.5	TUE.							
			4.30						10.8	TUE.							
			4.45				11.0*	32*	11.1	TUE.							
			5.00						10.6	TUE.							
			5.15				11.0*	30*	11.5	TUE.							
ABC SUMMR OLYMS-WED- 3:00PM-3(S)	1	3.00- 5.30PM	3.00	17,850	21.3	7,880	9.4	28	8.3	WED.							
			3.15				8.2*	25*	8.0	WED.							
			3.30						8.7	WED.							

CONT'D

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC SUMMR OLYMS-WED- 3:00PM-3(S)-CONT'D																	
			3.45				8.8*	27*	8.9	WED.							
			4.00						9.9	WED.							
			4.15				9.7*	29*	9.5	WED.							
			4.30						9.5	WED.							
			4.45				9.7*	28*	9.9	WED.							
			5.00						10.4	WED.							
			5.15				10.5*	29*	10.5	WED.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,420	1.7	1,170	1.4	21	1.3	M-F	1,340	1.6	1,090	1.3	19	1.2	M-F
			6.45						1.5	M-F						1.4	M-F
CBS NEWSBREAK-11.57	1	11.57-11.59AM	11.45	6,450	7.7	6,200	7.4	25	7.4	M-F							
	2	>	11.45								7,040	8.4	6,700	8.0	29	8.0	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,030	6.0	4,780	5.7	18	5.7	M-F	5,280	6.3	5,030	6.0	19	6.0	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,010	1.2	750	.9	11	.6	M-F	1,170	1.4	840	1.0	12	.7	M-F
			6.45						1.1	M-F						1.2	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,270	5.1	4,270	5.1	16	5.1	MWF	3,770	4.5	3,770	4.5	15	4.5	MWF
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,180	2.6	1,840	2.2	21	2.2		2,010	2.4	1,760	2.1	18	2.1	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	3,600	4.3	3,020	3.6	14	3.6		3,940	4.7	3,520	4.2	17	4.2	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
ABC MENUDO-11:55AM	2	11.55-11.59AM	11.45								4,440	5.3	3,520	4.2	16	4.2	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,420	1.7	1,260	1.5	13	1.5		2,100	2.5	1,930	2.3	18	2.3	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,440	4.1	3,100	3.7	16	3.7		3,180	3.8	3,020	3.6	17	3.6	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,600	4.3	3,270	3.9	16	3.9		3,770	4.5	3,520	4.2	17	4.2	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,690	5.6	4,020	4.8	15	4.8		4,270	5.1	3,850	4.6	18	4.6	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,350	4.0	3,100	3.7	12	3.7		2,930	3.5	2,770	3.3	13	3.3	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,180	2.6	2,100	2.5	8	2.5		3,270	3.9	2,930	3.5	14	3.5	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,510	3.0	2,350	2.8	9	2.8		3,180	3.8	2,770	3.3	13	3.3	
CBS CBS SPORTS SPC. SAT(S)	1	2.30- 3.33PM	→GRID	2,430	2.9	1,420	1.7	5									
			3.30						1.5								
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	1,760	2.1	1,680	2.0	19	2.0		2,100	2.5	2,010	2.4	21	2.4	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,020	3.6	2,850	3.4	25	3.4		2,850	3.4	2,770	3.3	22	3.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,030	7.2	5,870	7.0	28	7.0		7,120	8.5	6,870	8.2	34	8.2	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,110	6.1	4,860	5.8	21	5.8		5,870	7.0	5,700	6.8	26	6.8	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,690	4.4	3,600	4.3	14	4.3		3,690	4.4	3,440	4.1	16	4.1	
NBC NBC MAJOR LEAGUE PRE GAME		2.00- 2.18PM	→GRID	2,850	3.4	2,430	2.9	9			4,110	4.9	3,850	4.6	18		
			2.15						3.0							5.0	
NBC NBC MAJOR LEAGUE BASEBALL	2	2.18- 5.19PM	→GRID								11,900	14.2	5,110	6.1	21		
			5.15											6.0*	20*	4.8	

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen Television Index

Correction Notice

A.C. Nielsen Company

Nielsen Plaza
Northbrook, IL 60062
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1290 Avenue of the Americas
New York, NY 10104
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Menlo Park, CA 94025
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December 21, 1984

NIELSEN NATIONAL TV RATINGS REPORTS

1ST REPORTS FOR AUGUST AND SEPTEMBER 1984

Estimates of Total Audiences for the Democratic and Republican Conventions for 1984 and 1980 were incorrectly reported in the NTI Bulletins included with the above reports. The following are the corrected data:

DEMOCRATIC CONVENTION

	U.S. TV Households			
	July 16-19, 1984		August 11-14, 1980	
	Percent	Millions	Percent	Millions
Total Audience	73.2	61.3	81.5	62.2

REPUBLICAN CONVENTION

	August 20-23, 1984		July 14-17, 1980	
	Percent	Millions	Percent	Millions
Total Audience	69.8	58.5	77.4	59.1

All other data are correct as reported.

Nielsen Television Index

Bulletin

A.C. Nielsen Company

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1290 Avenue of the Americas
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70 Willow Road
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September 28, 1984

REPUBLICAN NATIONAL CONVENTION VIEWED BY 61.8 MILLION U.S. HOUSEHOLDS

Five weeks after their opponents convened in San Francisco, the Republicans met in Dallas for their National Convention. Overall audience estimates for this year's convention compared with those of 1980 and 1976 are as follows:

	U.S. TV HOUSEHOLDS					
	August 20-23, 1984 (11.9 hours)		July 14-17, 1980 (22.7 hours)		August 16-19, 1976 (27.4 hours)	
	Percent	Millions	Percent	Millions	Percent	Millions
Total Audience	~~73.8~~ 69.8	~~61.8~~ 58.5	~~83.7~~ 77.4	~~63.9~~ 59.1	87.9	61.2
Average Audience	15.9	13.3	16.3	12.4	22.1	15.4

Highest audience for any individual half-hour was at 10:30-11:00 pm on Thursday, during President Reagan's acceptance speech, when 22.8% of U.S. TV Households (19.1 million homes) tuned in.

Times for selected key events during the convention are indicated in the following listing:

DAY AND DATE	N.Y. TIME (approx.)	DESCRIPTION
Monday Aug. 20	9:23- 9:44	U.N. Ambassador Jeane Kirkpatrick
	10:15-10:25	Senator Howard Baker
	10:48-11:10	Keynote Address by Katherine Ortega
Tuesday Aug. 21	10:30-10:52	Former President Gerald Ford
	10:54-11:02	Senator Robert Dole
	11:03-11:12	Secretary of Transportation, Elizabeth Dole

continued.....

Wednesday Aug. 22	9:28- 9:36	Tribute to Nancy Reagan
	9:40- 9:43	Nancy Reagan
	9:52-10:06	Senator Barry Goldwater
	11:17-11:25	Nomination Speech by Governor George Deukmejian
	11:38PM-12:32AM	Presidential balloting
Thursday Aug. 23	9:18- 9:35	George Bush's Acceptance Speech
	10:14-11:09	Ronald Reagan's Acceptance Speech

The following table provides household audience estimates by half-hour:

REPUBLICAN NATIONAL CONVENTION AUGUST 20-23, 1984
AVERAGE AUDIENCE ESTIMATES BY HALF-HOUR

START TIME	KEY	MONDAY, 8/20 # OF NTWKS	MONDAY, 8/20 HOUSE-HOLDS	TUESDAY, 8/21 # OF NTWKS	TUESDAY, 8/21 HOUSE-HOLDS	WEDNESDAY, 8/22 # OF NTWKS	WEDNESDAY, 8/22 HOUSE HOLDS	THURSDAY, 8/23 # OF NTWKS	THURSDAY, 8/23 HOUSE-HOLDS
9:00PM	A	3	20.2	3	19.3	3	19.0	3	22.3
	B		16.9		16.2		15.9		18.7
9:30PM	A	3	17.7	3	17.4	3	18.0	3	21.4
	B		14.8		14.6		15.1		17.9
10:00PM	A	3	17.4	3	16.0	3	18.2	3	21.8
	B		14.6		13.4		15.3		18.3
10:30PM	A	3	17.2	3	15.1	3	18.5	3	22.8
	B		14.4		12.7		15.5		19.1
11:00PM	A	3	18.0	1	6.0	2	7.2	3	16.7
	B		15.1		5.0		6.0		14.0
11:30PM	A	1	4.5	1	5.0	3	14.1	1	5.6
	B		3.8		4.2		11.8		4.7
12:00MD	A					3	12.7	1	5.2
	B						10.6		4.4
12:30AM	A					3	5.0		
	B						4.2		

KEY: A = PERCENT
B = MILLIONS